

CHEMIST & DRUGGIST

The newsweekly for pharmacy

a Benn publication

February 21 1981

CRCs — are
they on or off?

Unichem's new
terms — without
notional prices

Under £1 items
— advice to
pharmacists

Classifying
doctors by
response to
drug promotion

Babycare
SPECIAL
SUPPLEMENT

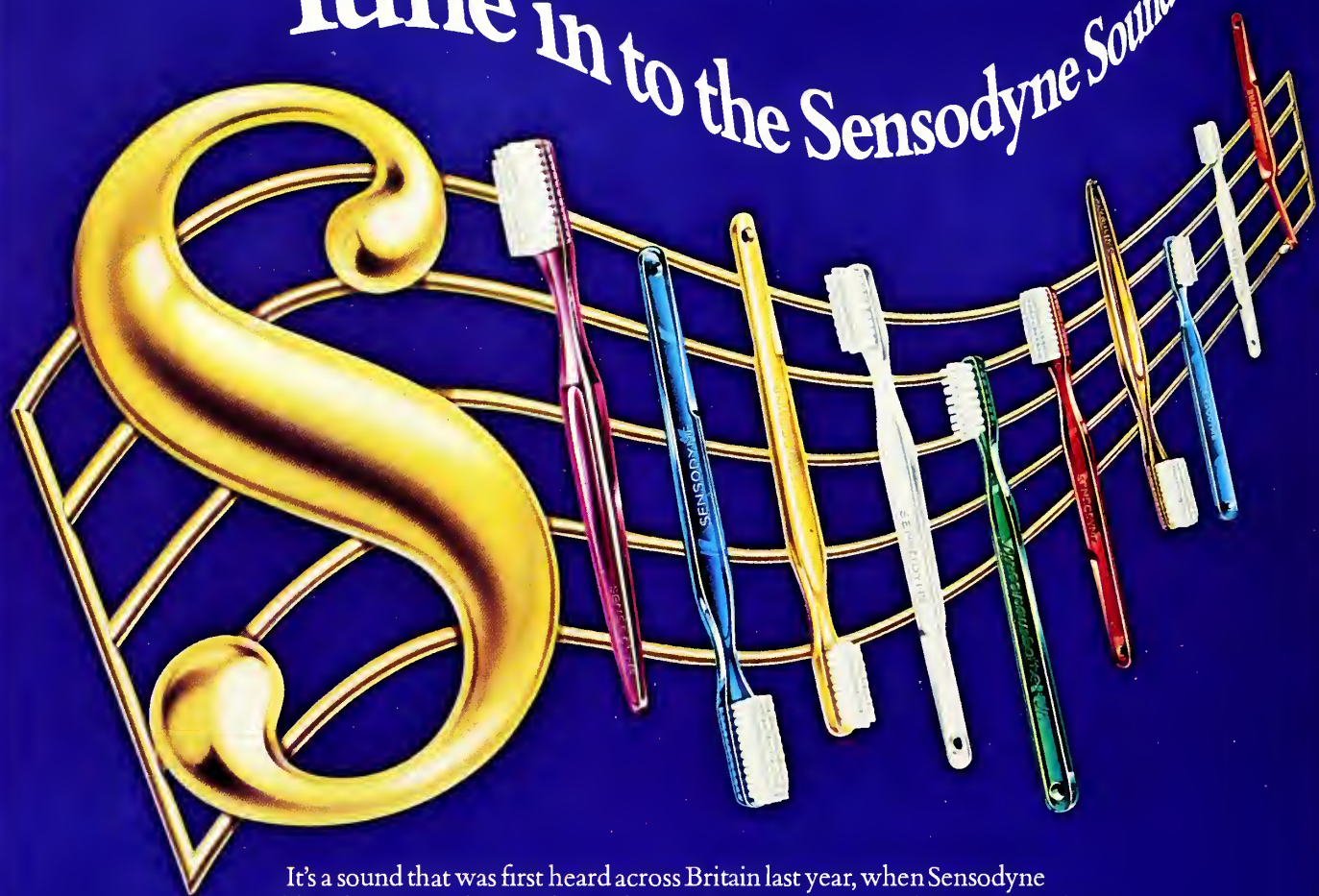
Trust Simple



for sensitive skins

NOT PERFUMED NOT COLOURED JUST KIND

Tune in to the Sensodyne Sound...



It's a sound that was first heard across Britain last year, when Sensodyne toothbrushes were advertised on radio, resulting in a sensational increase in sales.

It's the sound of people happily brushing their teeth with Sensodyne toothbrushes – and if you happen to be selling toothbrushes, it's the happy sound of the cash register clocking up sales.

Now the Sensodyne Sound is abroad again, with a new radio campaign due to break in April and run through into May in all the radio stations in the ILR network. And to make the sound even more like music to your ears, Sensodyne toothbrushes are on bonus now. Our representative will be calling with details of the bonus terms and our special package deal with free display unit. Alternatively, call us on Hatfield 61151 for details.

Sensodyne Toothpaste, another high-flyer from the Sensodyne stable, is also on bonus for the same period.



We're continuing to promote Sensodyne products heavily to the dental profession, with year-round press advertising, lots of direct mail and high-priority presentations by our dental representative force.

That's a lot of action. Why not get a piece of it now, when the terms are so good?

Sensodyne Toothbrushes *-simply the best*

Stafford-Miller Ltd., Hatfield, Herts. Telephone Hatfield 61151

Unimed GENERICS

SEE
OVERLEAF

Winter Voucher Offer

BUY ONE - GET ONE FREE

ON PRODUCTS MARKED *

Quantity Required	PRODUCT		Packed In	Basic Price	Value
	* Bendrofluazide B.P.	5mg	1000	£ 4.25	
	* Chlorpheniramine B.P.	4mg	1000	£ 4.75	
	* Chlorpropamide B.P.	250mg	500	£11.00	
	* Diazepam B.P.	2mg	1000	£ 3.50	
	* Diazepam B.P.	5mg	1000	£ 4.50	
	* Diazepam B.P.	10mg	1000	£ 8.00	
	* Frusemide B.P.	40mg	1000	£14.00	
	* Indomethacin B.P.	25mg	500	£14.00	
	* Metronidazole B.P.	200mg	250	£ 6.00	
	* Nitrazepam B.P.	5mg	1000	£ 7.80	
	* Oxytetracycline B.P.	250mg	1000	£17.00	
	* Propranolol B.P.	10mg	500	£ 7.84	
	* Propranolol B.P.	40mg	1000	£36.63	
	* Propranolol B.P.	80mg	500	£27.37	
	* Propranolol B.P.	160mg	100	£11.64	
	* Quinine Bisulphate B.P.	300mg	500	£24.00	
	* Quinine Sulphate B.P.	300mg	500	£28.00	

Vouchers TO THE VALUE OF £15

(MARKS & SPENCER, VICTORIA WINE, DEBENHAMS, W.H. SMITH, LUNN POLY, ETC) WILL BE SENT UNDER SEPARATE COVER FOR EVERY £100 OF GOODS ORDERED ON CHEQUE WITH ORDER BASIS.

C/From over

Sub Total

Less Discount

+ 15% VAT

TOTAL £

VOUCHERS OR DISCOUNTS APPLY TO ALL PRODUCTS ■ OFFER CLOSES 21ST MARCH 1981
MINIMUM ORDER £100 ■ DISCOUNTS MAY BE TAKEN INSTEAD OF VOUCHERS

ORDER DEPT., UNIMED GENERICS
24 STEYNTON AVENUE, BEXLEY, KENT. TELEPHONE: 01-309 7003 TELEX: 896018

Signed: Chemist's Name:

Date: Address:

Telephone No.:

TERMS: Any shortage or damage must be reported within 24 hours and confirmed in writing. No goods may be returned without written authorisation from the Company. Acceptance of returned goods is no guarantee that credit will be given. Full terms of trading available on request.

THIS OFFER SUBJECT TO AVAILABILITY

E. & O.E.

P.T.O.



EXPORT ENQUIRIES WELCOME

Quantity	Product	Description	Packed In	Price	Value	
	Allopurinol B.P.	Tablets 100mg.	250	£29.00		
	Aluminium Hydroxide. B.P.	Tablets 500mg.	500	£ 4.40		
	Aminophylline. B.P.	Tablets 100mg.	500	£ 2.95		
	Amitriptyline B.P.	Tablets 10mg.	1000	£ 4.90		
	Amitriptyline B.P.	Tablets 25mg.	1000	£ 9.50		
	Ampicillin. B.P.	Capsules 250mg.	1000	£30.00.		
	Ampicillin B.P.	Capsules 500mg.	500	£30.00.		
	Ascorbic Acid B.P.	Tablets 100mg.	100	£ 0.50.		
	Ascorbic Acid B.P.	Tablets 200mg.	100	£ 0.85.		
	Bendrofluazide B.P.	Tablets 2.5mg.	1000	£ 3.00.		
	Calcium Gluconate B.P.C.	Tablets 600mg.	500	£ 5.25		
	Calciferol B.P.	Tablets 1.25mg.	1000	£ 6.20		
	Calcium & Vit.D. B.P.C.	Tablets	1000	£ 5.80		
	Chlorpromazine B.P.	Tablets 25mg.	1000	£ 2.90		
	Chlorpromazine B.P.	Tablets 50mg.	1000	£ 5.40		
	Chlorpromazine B.P.	Tablets 100mg.	1000	£ 8.80		
	Chlorpropamide B.P.	Tablets 100mg.	250	£ 3.00.		
	Chlorpropamide B.P.	Tablets 250mg.	500	£11.00.		
	Codeine Phosphate B.P.	Tablets 15mg.	250	£ 4.30.		
	Codeine Phosphate B.P.	Tablets 30mg.	250	£ 7.77.		
	Codeine Phosphate B.P.	Tablets 30mg.	500	£12.50.		
	Codeine Phosphate B.P.	Tablets 30mg.	1000	£24.50.		
	Codeine Phosphate B.P.	Tablets 60mg.	250	£16.22.		
	Co-Trimoxazole B.P.	Tablets 250mg.	500	£34.00.		
	Digoxin B.P.	Tablets 250mcg.	1000	£ 2.60		
	Erythromycin B.P.	Tablets 250mg.	100	£ 5.08		
	Erythromycin B.P.	Tablets 250mg.	500	£24.80		
	Ferrous Gluconate B.P.	Tablets 300mg.	1000	£ 3.60		
	Ferrous Sulphate B.P.	Tablets 200mg	1000	£ 2.50		
	Folic Acid B.P.	Tablets 5mg.	1000	£ 2.00		
	Ibuprofen B.P.	Tablets 200mg.	500	£10.00		
	Ibuprofen B.P.	Tablets 400mg.	250	£10.00		
	Isoniazid B.P.	Tablets 100mg.	500	£ 2.40.		
	Magnesium Trisilicate Co. B.P.C.	Tablets	500	£ 2.70.		
	Methyldopa B.P.	Tablets 250mg.	1000	£28.60.		
	Methyldopa B.P.	Tablets 500mg.	500	£28.60.		
	Metronidazole B.P.	Tablets 200mg.	250	£ 6.00.		
	Nicotinamide B.P.C.	Tablets 50mg.	1000	£ 2.25.		
	Nicotinic Acid B.P.	Tablets 50mg.	1000	£ 2.25.		
	Nitrofurantoin B.P.	Tablets 50mg.	1000	£ 7.12.		
	Paracetamol B.P.	Tablets 500mg.	1000	£ 3.95.		
	Penicillin V B.P.	Tablets 250mg.	1000	£13.78		
	Penicillin V B.P.	Capsules 250mg.	1000	£17.89		
	Phenobarbitone B.P.	Tablets 30mg.	1000	£ 1.50.		
	Phenobarbitone B.P.	Tablets 60mg.	1000	£ 2.20.		
	Phenylbutazone B.P.	Tablets 100mg.	1000	£ 3.00.		
	Phenylbutazone B.P.	Tablets 200mg.	500	£ 3.50.		
	Phenytoin B.P.	Tablets 50mg.	1000	£ 3.80.		
	Phenytoin B.P.	Tablets 100mg.	1000	£ 4.40.		
	Prednisolone B.P.	Tablets 1mg.	1000	£ 3.10.		
	Prednisolone B.P.	Tablets 5mg.	1000	£ 6.00.		
	Prednisone B.P.	Tablets 1mg.	1000	£ 3.10.		
	Prednisone B.P.	Tablets 5mg.	1000	£ 6.00.		
	Promethazine B.P.	Tablets 25mg.	500	£ 2.50.		
	Reserpine B.P.	Tablets 0.25mg.	500	£ 2.00.		
	Tetracycline HCL B.P.	Capsules 250mg.	500	£ 7.00.		
	Tetracycline HCL B.P.	Tablets 250mg.	1000	£ 9.95.		
	Thiamine Co. B.P.C.	Tablets	1000	£ 2.10.		
	Thiamine Co. Strong. B.P.C.	Tablets	1000	£ 2.75.		
	Tolbutamide B.P.	Tablets 500mg.	500	£ 5.00		

TOTAL CARRIED OVER £ :

Unimed = Quality + Economy

SUPPLEMENT TO THE CHEMIST & DRUGGIST — 21st FEBRUARY 1981

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Editor:
Ronald Salmon MPS

Contributing Editor:
Adrienne de Mont
BPharm MPS

Business Editor:
Gerry Duggin BSc

Editorial assistants:
Judy Bargh
BPharm MPS
Liz Platts BA

Information services:
Ivan Cotgrove

Advertisement Manager:
Peter Nicholls JP

Director:
James Lear

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25 New Street Square, London
EC4A 3JA
Telephone: 01-353 3212

Editorial advertisements offices:
25 New Street Square, London
EC4A 3JA
Telephone: 01-353 3212 Telex 27844

Subscription department
125 High Street, Colliers Wood
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Telephone: 01-542 8575

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Regional advertisements offices:
Midlands: 240-244 Stratford Road
Shirley, Solihull, W Midlands
B90 3AE 021-744 4427

North East: Permanent House
The Headrow, Leeds LS1 8DF
0532 452841

Scottish: 74 Drymen Road, Bearsdean
Glasgow 041-942 2315

North West: 491 Chester Road
Old Trafford, Manchester M16 9HF
061-872 5151

West country & south Wales:
10 Badminton Road, Downend
Bristol BS16 6BQ 0272 564827

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COMMENT

CRC deadline

At the time of writing we cannot say whether or not contractor pharmacists will be required to dispense NHS prescriptions for all solid-dose oral medicines in child-resistant containers from March 2.

All we do know is that the profession had agreed to do so and had almost completed the preparations, that the Department had agreed to pay the cost—and that at the eleventh hour the Government has reneged on its obligations.

As we reported as a stop-press last week, the Pharmaceutical Services Negotiating Committee rejected the Department's 0.1p per prescription offer at its monthly meeting on February 11. The Committee was unable to give better warning because it received the offer only on the day of its meeting—despite the fact that agreement in principle had been reached as long ago as last October, the bureaucratic memory having been jogged several times in between. Furthermore, the original target date had been February 2.

There is some dispute about the average cost of the containers—probably it will depend upon type chosen, quantity purchased and source—but the figure of 1p average being quoted by PSNC seems on the conservative side, the 0.5p average they are seeking, modest, and the 0.1p offered by the Department, derisory.

The difference between the two parties is a matter of £1.2 million and, as Mr Alan Smith, PSNC chief executive, has pointed out: "If the nation cannot afford this amount spread among millions, why should pharmacists be expected to afford it spread among only 9,500?" Mr Smith has also told the Department to consider other costs—one of the

CRC-manufacturing factories has returned to full-time working to prepare for the demand, at an estimated saving to the Government of £½m in social security payments.

However, it is wrong to be seeing the question as one only of money. To pharmacists the use of CRCs as a life-protecting measure is a professional and social responsibility and it is a dangerous game that the Government is playing in the name of economy. To what extent have they weighed the cost of medical and hospital time against the cost of the containers, let alone the cost in human tragedy?

Here, perhaps, lies the best hope of resolving the issue since the media are beginning to take an interest. Headlines such as "Kids in peril after U-turn on pill box" (*Daily Star*) can do nothing to bolster the Government's image, and in the present political climate may well help to loosen the purse-strings.

Stop press: it's off

There is no more money—that was made clear by Dr Gerard Vaughan, Minister for Health, in the Radio 4 programme "You and Yours" on Wednesday. The reaction of a PSNC spokesman was: "Our position has not changed", so it appears the scheme will be postponed indefinitely.

Dr Vaughan said in his interview that the Government did not have the £1½m required. He exhorted pharmacists to implement the scheme "in the interests of children" and wait for a costs inquiry to adjust the payment. He would try to speed up the inquiry.

Mr David Sharpe, PSNC chairman, replied on the same programme that pharmacists were not happy with the Government's track record on paying up.

Notional pricing goes—more new wholesaler terms

Unichem and Sangers have now completed the return of major wholesalers to manufacturers' list prices as the basis for calculating discounts on "ethicals".

Unichem describe their new terms, operative from March 1, as "a further improvement in the profit-sharing scheme. And Prosper and Pride system users receive an extra bonus—their profit share is up from 1 per cent to 1½ per cent.

All medical purchases from Unichem up to £2,000 will attract a monthly profit share of 5 per cent, providing a minimum of £1,250 ("ethicals" only) is reached in the relevant month. All purchases above the £2,000 figure will be allocated 8 per cent.

Counter packs

Counter purchases in pack quantities of lines featured on the "profitable buy" order form will be allocated a monthly profit-share of 10 per cent, providing the account in total including medical, is not less than £1,250 in the relevant month.

To assist members in the reconciliation of their monthly statement, Unichem offers will, in the main, be invoiced "gross" and will therefore be eligible for monthly profit-share. An additional distribution of profits will be made annually, related to purchases made in packs.

In addition an increased annual profit-share of 1½ per cent, will be allocated to both medical and eligible counter purchases placed through the Prosper and Pride terminals from March 1.

Monthly profit-share is subject to payment of the account within 30 days of statement date, otherwise the profit-share will be reduced by 4 per cent, as shown on the relevant statement. If payment is not received by 60 days from statement all profit-share entitlement is forfeited. Any account less than a total of £1,250 in a month will be subject to

payment within 30 days from statement date. If payment is not received, supplies will cease without notice.

A satisfactory medical/counter purchases ratio must be maintained on the year's purchases before annual profit-share is payable.

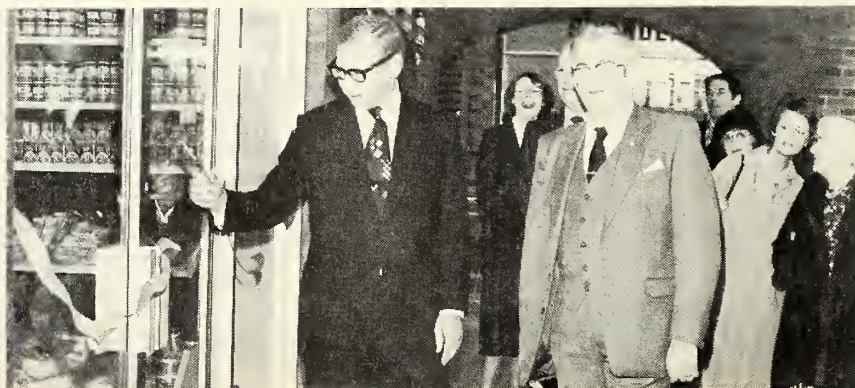
Sangers' scheme

Sangers also have a new discount scheme, operative from March, on proprietary "ethicals". They base discounts on combined "ethicals" and OTC purchases and offer "30" and "60" schemes with payment due by the end of the following month or the second month after invoice.

Under the "30" scheme, the following discounts apply: —Up to £600, additional 10 per cent handling charge; £601-1,500, standard trade; £1,501-3,000, 2.5 per cent; £3,001-4,000, 4 per cent; £4,001-5,000, 4.5 per cent; £5,001-7,000, 4.75 per cent; £7,001+, 5 per cent.

The "60" scheme commences at £1,501-3,000 with standard trade, then allows £3,001-4,000, 1 per cent; £4,001-5,000, 1.5 per cent; £5,001-

The first pharmacy in Sussex to install a Pride computer system was recently officially opened by Unichem's managing director, Mr Peter Dodd. Looking on is Mr David Goodyear, proprietor of Ransley-Robinson Ltd's newly enlarged premises at 4 Manor Parade, Salvington Road, Durrington, Worthing



7,000, 1.75 per cent; £7,000+, 2 per cent.

Sangers OTC services include "supersavers" and the "book of bargains" plus 8 per cent off standard trade when a wide range of products are purchased as complete packs. ■

Unsocial Sundays

The Union of Shop, Distributive and Allied Workers has written to all MPs urging them to reject the latest move to legalise most forms of Sunday trading. Sir Anthony Meyer's Private Member's Bill is due for its second reading in the Commons on February 20 (*C&D*, last week, p321).

USDAW deputy general secretary, John Flood, states: "It is the considered view of this Union's 450,000 members that there is no real or genuine need for this further attempt to change the current shops' legislation, which would place many retail workers at a social disadvantage by requiring them to work on both Saturdays and Sundays."

He also argues that: "A serious consequence of the Bill would be to encourage a sharp escalation in the costs of retailing, particularly if the unsocial aspect of Saturday and Sunday working has to be met by increased retail prices." ■

Action settled

The High Court hearing over side-effects of Quixalin ended on undisclosed terms last week.

Mrs Lawley had sued E. R. Squibb & Sons Ltd, who denied liability (*C&D*, February 7, p230). After consultations between lawyers outside the court the judge was told by Mrs Lawley's counsel that they had been able to agree more widely than anticipated. The action was "stayed" on agreed terms which were not disclosed in court. ■

No CRCs until Department offers more

Do not extend the use of child-resistant containers in dispensing NHS prescriptions until there is a more realistic offer from the Department of Health. That is the advice being given by the Pharmaceutical Services Negotiating Committee following last week's rejection of the 0.1p per prescription increase in container allowance proposed by the Department.

PSNC has warned that unless there is a rapid change of heart it will be impossible to implement the new CRC scheme from the planned March 2 starting date—but as we went to press it was rumoured that there would be a ministerial statement on Wednesday.

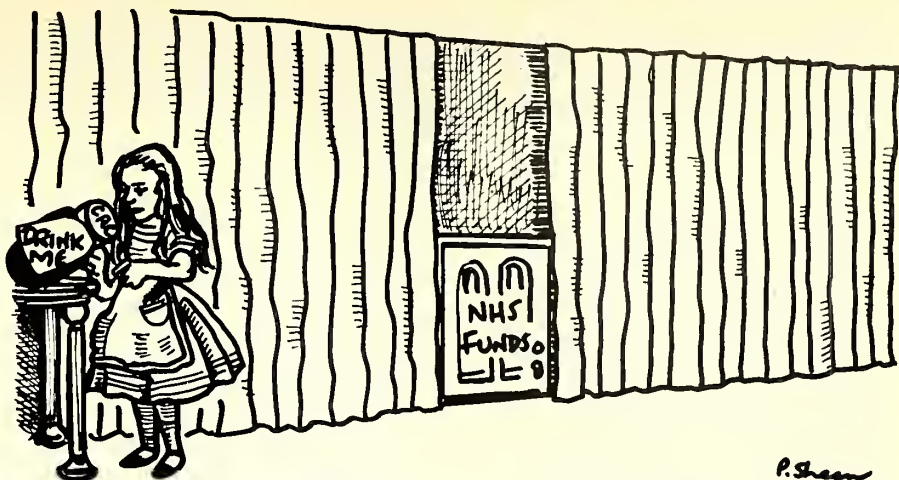
Pharmaceutical reaction to the Government's offer has been predictably bitter. The National Pharmaceutical Association said it was "appalled" at the action of the DHSS in "effectively sabotaging" the scheme. "This life-saving scheme which had the widespread support of organisations representing doctors, pharmacists and consumers, will now have to be shelved because the

Latest News: p331

Government has refused to meet the full cost of the new arrangement." However, the NPA is hopeful of a successful outcome and advises contractors to retain the CRC showcards recently distributed.

The Pharmaceutical Society's statement reiterates its policy that the voluntary scheme for the use of CRC's for dispensed medicines is in the public's best interests and should be introduced as soon as possible. "Agreement between the PSNC and the DHSS to ensure adequate payment for the cost of these containers should be reached immediately. This would remove the financial element from the considerations which pharmacists must take into account when deciding whether to use these containers."

Meanwhile, the CRC manufacturers are saying very little and hoping that the dispute will be quickly resolved—already there have been reports of cancelled orders, though it is understood that demand for some containers has outstripped production capacity, leading to a premium price being charged for imported products. ■



"Oh how I wish I could get the closure off", said Alice.

'Do not tear up prescription forms'

The Pharmaceutical Society and Department of Health advise pharmacists not to tear up prescription forms when the patient prefers to buy a cheap OTC medicine instead of paying a £1 charge for an item.

Instead, the prescription should be returned to the patient, unless there are other items on the form, when it should be endorsed as not dispensed and the form submitted to the Family Practitioner Committee.

A spokesman for the Society said pharmacists should take care that by discussing the price of the medicine, they did not undermine a patient's confidence in his or her treatment. But if the item was a readily identifiable OTC medicine there should be no problem.

Although the FP10 form is legally the property of the FPC, the Department has denied issuing a warning published in Tuesday's *Daily Mail* that "any chemist who destroys a prescription because he resents the fact that the £1 prescription fee is greater than the cost of the drugs, faces prosecution for destroying Government property."

Much publicity has been given in the media to a group of Essex pharmacists who have been recommending their patients to buy certain medicines over the counter rather than pay the £1 charge. Mr Nicholas Wood of H. L. Wade, Brentwood, was interviewed on the BBC Radio 4 programme "You and Yours" on Monday, the "Jimmy Young Show" on Tuesday and the BBC television programme "Look East" last week.

Mr Wood said on "You and yours" that it was only fair to regular customers to tell them they could buy something more cheaply than the Government fee. He admitted having torn up prescriptions in the past

because they were no good to the patient, although the National Pharmaceutical Association had advised that it may be illegal not to abide by the contract. ■

Rural support

John Davies has had "very good response from all over the country" to his letter to fellow rural pharmacists "Rural inactivity—by whom?" published in *C&D* on January 31.

"In 20-30 letters, plus many telephone calls, pharmacists expressed alarm at the encroachment of dispensing doctors. Several pharmacists said that they were shattered by the lack of support from LPCs and FPCs."

Mr Davis would like LPCs to ask FPCs for details of doctor-dispensed scripts since the inception of Clothier. He is not happy that "FPCs can cover up possible infringements by claiming patient confidentiality".

"An LPC representative should be required to visit every pharmacy to find out the local situation and report to the appropriate body. Mr Davies hopes to prepare a paper collating the views expressed to him and is still interested in further communication from pharmacists. ■

Chemists do well

Retail sales of all chemists rose by 16 per cent in December to an index of 207, (1976=100), according to the Department of Industry.

There was a 6 per cent increase in sales of all businesses (index 214) and a 1 per cent increase (index 157) for small businesses (turnover less than £1 million in 1976).

Large businesses were up 9 per cent (index 252) of which co-operative societies increased sales by 7 per cent (index 198). Combined sales by chemist and photographic dealers rose by 13 per cent (index 207). NHS receipts are not included. ■

NPA given assurances on cosmetics distribution

Two cosmetic companies have given assurances to the National Pharmaceutical Association about distribution of their products. At last month's meeting, the Board heard that Rigease Ltd had assured NPA representatives that Coty products would continue to be distributed through pharmacies. Initially, however, the number of agencies would be fewer than before their takeover.

Revlon were "doing everything they could" to restore and maintain franchise distribution of all their products other than Natural Wonder. The company also hoped to be re-opening its consultant training school to senior pharmacy assistants later in the year. The office was studying a draft of Revlon's proposed new dealer agreement.

■ Despite an offer from one of the companies responsible for recent distributions of free prescription bags carrying advertising matter, to submit proofs of future advertisements, the Board re-affirmed its previous policy that it was undesirable for advertising material to be associated with professional services provided by pharmacists.

■ An explanation from Duphar had summed up the replies received from manufacturers about the origin of the flu vaccine shortage. It was pointed out that the UK had not experienced a major flu epidemic for over 10 years and the public's willingness to be vaccinated had declined markedly making it unrealistic to produce vaccine for 1980 at the same level as 1979 when vaccine remained unsold and returns were considerable. Although demand had apparently increased this season, the precise reasons why this had happened were difficult to pin-point.

Because most GP's vaccinated their "high-risk" category patients in September and October and demand declined almost to zero by the end of November, an out-of-stock situation at this time was not as bad as it might seem—most needy patients had probably already been vaccinated. Finally, it was now quite impossible to produce additional supplies to meet this year's demand. It took some 4 months to produce, mix, test, package and distribute a trivalent influenza vaccine (from the egg to the patient). Thus, by the time vaccine was available for sale it would no longer be required.

■ In response to numerous requests from members for a larger "no

smoking" notice than the one which had been available for many years. the Business Services Committee agreed that each member should be sent a 14 x 7 ins notice which the Health Education Council had kindly agreed to supply free.

■ After studying the retail pharmacy sections of a careers booklet published by the Manpower Services Commission, the Board decided to seek a meeting with the Commission to suggest certain changes and to urge that representative bodies be consulted in future before information about career opportunities in retail pharmacy was published. The present section described, amongst other things, how a 30-year old ex-Boots manager had been able to make a financial success of a private pharmacy by opening for exceptionally long hours.

■ The Board agreed that the office be authorised to complete a Manpower Services Commission questionnaire on industrial training, on the understanding that it was their policy that, in the interests of members, the Distributive Industry Training Board should continue as a statutory board provided it was funded by the MSC.

■ Mr T. Parkinson of the DITB made presentations both to the Business Services Committee and the Board on the DITB training aids and the way in which "star schemes" and "group grants" could be used by the NPA for the benefit of members and their staffs. It was agreed that the whole subject be looked at in depth at future meetings of the Training Sub-Committee and Business Services Committee.

■ It was reported that a company manufacturing simple reading glasses was seeking to distribute them through retail pharmacies. Customers

Mr John James, MPS, (right) of J. S. James Ltd, Aberystwyth, won a black and white television set in the Polaroid Unichem Christmas draw. Also in the picture is Mrs James (centre) and Polaroid's local representative, Rosie Sumner



would be able to choose and buy them without first having their eyes tested. Mr J. Wright, secretary, said that he had discussed the legal implication with the General Optical Council and members would be advised of the latest position.

■ Replies to NPA criticism about the severity of the last telephone charge increases had been received. British Telecom pleaded the necessity for improving its financial position. The Post Office Users National Council accepted that there was a need for British Telecom to bring its charges more into line with costs. They had, however, objected strongly to the size of the increases and said the NPA representations would assist their restraining influence for the future.

■ Among other subjects discussed during the meeting were, rational location of pharmacies, NHS bulk prescriptions, a photographic industry public relations campaign, training of pharmacy technicians, Polaroid prices, doctor dispensing, Afrazine "decongestant learning programme", Kodak's new pricing policy, alleged shortage of Cow & Gate baby foods and pregnancy testing disclaimers. ■

PEOPLE

Mr Desmond Lewis, secretary and registrar of the Pharmaceutical Society of Great Britain, is to be awarded the honorary degree of MSc of The Queen's University, Belfast. Mr Lewis has long taken an interest in the profession in Northern Ireland, and the award is "for services to pharmacy".

Mr Harry Steinman, OBE, FPS, has been elected an honorary member of the National Pharmaceutical Association. The NPA Board have decided to elect him, as a token of their esteem and in recognition of all his work on behalf of the NPA/NPU.

Mr Steinman was a member of the executive committee/board of management for 36 years and occupied the chair during the NPU silver jubilee and golden jubilee years of 1946 and 1971.

Deaths

Moss. On February 8, Mr Harold Geoffrey Moss, OBE, FPS (last week, p289). *Mr Joseph Wright, Director of the NPA Group writes:* "I first came to know Harold Moss when he was elected to the NPU Executive Committee in 1950. And shortly afterwards, we discovered that his wife Marjorie and my wife, Peggy, had

been next door neighbours when they were both quite young. That was the start of a long business association and a longer personal friendship.

It was during Harold's four years as chairman of the Central NHS (Chemist Contractors) Committee that I, as secretary, worked so closely with him. They were momentous years. At the outset in 1962, a state of almost cold war existed between the Minister of Health and the negotiating committee but by fundamentally changing the negotiating machine, by introducing new consultants and a new form of inquiry, and by establishing a public relations campaign—and with adequate support from the Committee—we were instrumental in securing a settlement of the long-standing dispute and, more importantly, the establishment of the balance sheet procedure that served chemist contractors in England and Wales so well until two-figure inflation introduced fundamental problems.

Apart from NHS matters, Harold Moss played very active roles in marketing and NPU affairs generally. He brought the benefit of his long business career and his skill as a courteous yet determined negotiator to discussions at Mallinson House and in Government and other circles. And although there were those who regarded him as a company man, I can vouch for the fact that during his long association with the NPU organisations, he had the business and professional interests of retail pharmacists generally close at heart.

Internationally, particularly in South Africa and the United States of America, he was well-known and liked. I followed his footsteps in addressing the annual convention of the National Association of Retail Druggists of America, and in opening one of the annual conferences of the South African Retail Chemist & Druggist Association, and addressing meetings at several centres in South Africa. I shared with him the privilege of being elected an honorary member of the South African Association.

Our sympathy is extended to Marjorie and the family. Pharmacy has lost one who served his profession, and in particular retail pharmacy, well; we have lost a very good friend."

□ The funeral service (for the family only) will be held at the South West Middlesex Crematorium, Hanworth, on February 23. By request, family flowers only, but donations may be sent to the British Heart Foundation, 57 Gloucester Place, London W1.

A public memorial service will be held at 3.30 pm on Wednesday, March 11, at Staines Congregational Church, Stainash Crescent, Kingston Road, Staines.

TOPICAL REFLECTIONS

By Xrayser

Static

I thought I would spread my range of products at Christmas to include some electricals as a potential source of extra turnover and profit, and since I already stock photo equipment and batteries it didn't seem too way out for our area, which lost its last electrical retailer 18 months ago. I was too scared by the tight prices to stock razors, but did manage what I thought were good buys in hairdryers, UV and infra-red lamps.

Can't say I'm too thrilled at the results. Apart from one item bought at cost by one of the staff and one taken home to replace a hairdryer which fell and shattered over Christmas, I sold none of the items. What do I do now? I suppose I could dry my hair in record time with a dryer in each hand, soothe my aching back with gentle infra-red rays, while getting thoroughly browned off under the ultra violet lamp.

Roses all the way

Three years ago, almost to the day, I wrote an article called "Unichem by three", remarking on that wholesaler's success in trebling turnover in three years, and speculating on how it had been achieved. I suppose that it was from about that time that the discount egg was seen to have broken, and all comers started the fight for a share of the yolk. A weighty yoke indeed it has proved for the smaller retailers as well as some of the wholesalers who were then too complacent to realise that the falling shells were being aimed at them.

We continue to see new responses to the discount war into which we were driven by chronic underpayment by the DHSS. Had it not been for the dogged hard work and remarkable success of the PSNC negotiators I doubt whether I would still be a proprietor pharmacist, for gaining us the basic practice allowance has tilted the balance. It needed to, because in these last three years my credits have been reduced from an average of three months to not more than one, while some wholesalers talk in terms of 15 days.

So far as I can see there has been no corresponding speeding up of Government payment for our contract work, whilst inflation in every sphere lays a firm grip on every surplus pound. In my case, with relatively few

scripts, I find I have to deal with four wholesalers, because having their own cash flow problems, none are able now to supply a full range of "ethicals". I count myself lucky if I collect any discount in the month. But in our business the appeal of any scheme lies ultimately in what it will do for the participants and I suggest that most Unichem members belong to the co-operative for the extra return they get on the business they do—a return which if offered by a company rather than an industrial and provident society, would be called a "discount" rather than a "profit share". No doubt Unichem are right to defend their legal position—but you can't really blame the Department of Health for trying to call a spade a . . . shovel, can you?

Talking about sun

The reps have been pounding the rounds, later than usual this year, still trying to get their products into my stockrooms. The suntan boys have been—and gone because the wholesalers were here before them with exactly what I wanted, as opposed to the old-fashioned "parcel deal" concepts which make little allowance for my left-overs from last year.

But it is the sunglass market that interests me most, for what a change there has been since the high-powered and high-priced attempts of the last two years. I have been offered Reactolites for under £2, with rapid-change glasses for about £2.50. Quite decently framed, too, as were a further range of fashion glasses from £1 upwards—though I didn't take them because I have a satisfactory and long-standing arrangement with suppliers who are friends. But I believe that if we are to make any sales at all in this mundane and money-tight suburban area, the prices of summer novelties will have to be attractively low. No way will I touch the up-market ranges this year, when I can make better margins with far less risk, and still satisfy customer requirements. ■

Sun and skin care ranges from Samantha Jane

Samantha Jane are introducing two new product ranges for sun and skin care.

Tropical Gold comprises five preparations (all are 120ml at £2.25) designed to provide total sun care within a compact, easy-to-select range. Dark tanning oil has a protection factor of 1 and is designed for skin which has already acquired a basic tan. It contains octyl salicylate 1.9 per cent as a sunscreen.

Deep tanning lotion contains octyl salicylate 4.2 per cent giving a protection factor of 3 while sun tan milk containing 7 per cent has a protection factor of 5. Sun ray block (protection factor about 10) was developed for very fair or sensitive skins—it is particularly recommended for redheads and for protecting the skin of young children. It is also recommended for use by all sunbathers on their extra-sensitive areas. Two sunscreen agents are used in the formulation—octyl salicylate and Uvinol D50, a benzophenone which absorbs UV-A as well as UV-B rays.



Finally apres sun care is a lotion designed to cool, soothe and moisturise. It contains menthol, witch-hazel, and a small quantity of octyl salicylate.

All products are perfumed with a mixture of natural and synthetic oils—the fragrance is said to be a subtle mixture of pineapple, coconut, vanilla and tropical flowers. Packaging is in orange, white and blue plastic bottles.

The floral-perfumed skin care range goes under the brand name of Asfia. There are five products, again all retailing at £2.25. Deep cleansing lotion, skin toner and high-intensity moisturising lotion are all 150ml; high-intensity moisturising day cream and enriched night cream are both 50g.

All the products except the cleansing lotion, contain several



vitamins including E and A. The skin toner is a blue, non-alcoholic lotion and the other preparations are milky-white oil-in-water emulsions free from additional colourings. The toner, cleanser and moisturising lotion are said to be suitable for all skin types as is the night cream with the frequency of use depending on the skin. Day cream is recommended for normal to very dry skins.

Packaging is in white bottles and green cartons decorated with a white water-lily. Each carton shows the ingredients on the back. *Samantha Jane Ltd, Unit 7, Heads of the Valleys Industrial Estate, Rhymney, Glamorgan.* ■

PRESCRIPTION SPECIALITIES

Hepsal ampoules

Manufacturer Weddel Pharmaceuticals Ltd, Red Willow Road, Wrexham Industrial Estate, Wrexham, Clwyd LL13 9PX

Description Sterile, pyrogen-free, clear, colourless solution of heparin sodium (mucous) BP in sodium chloride injection BP adjusted to pH 6 to 8. Solution is preservative-free. Each 5ml ampoule contains 50 units heparin sodium

Indications Maintaining the patency of indwelling intravascular catheters/cannulae, attendant lines or heparin locks. Not recommended for systemic use

Dosage Flush with 50 units every four hours or as required

Contraindications Hypersensitivity to heparin

Precautions Rigorous aseptic

Side effects Used as directed it is extremely unlikely that the low levels of heparin reaching the blood will have any systemic effect

Packs 10 x 5ml ampoules (£1.98 trade)

Supply restrictions Prescription only

Issued January, 1981 ■

Amesec Pulvules

Eli Lilly have removed the amylobarbitone component from Amesec Pulvules. The aminophylline and ephedrine hydrochloride content remains the same. Reformulated capsules will be supplied against all future orders and prices are unchanged.

Amesec Enseals are being discontinued. Stocks will be available until February 27. *Eli Lilly & Co Ltd, Kingsclere Road, Basingstoke, Hants.* ■

Anodesyn supplies

Anodesyn haemorrhoidal suppositories have been reformulated and are now available from *Crookes Products Ltd, 1 Thane Road West, Nottingham.* ■

Tegretol 400mg

Geigy have amended their description of Tegretol 400mg tablets (C&D last week, p292). They are marked "Geigy/Geigy" on one face "L/R" on the other. Both sides carry a break line. *Geigy Pharmaceuticals, Wimbleshurst Road, Horsham, West Sussex RH12 4AB.* ■

Tofranil bottles

Tofranil syrup will be supplied in bottles with child proof (Clic-loc) closures from the end of February 1981. *Geigy Pharmaceuticals, Wimbleshurst Road, Horsham, West Sussex, RH12 4AB.* ■

Eumovate correction

Eumovate and Eumovate-N eye drops contain benzalkonium chloride 0.01 per cent as a preservative and not as stated in the monograph (C&D February 7, p238).

COUNTERPOINTS

Elastoplast 25pc extra offer

From March 2, Elastoplast will be available in fabric dressing strip packs flashed with details of a free 25 per cent extra offer, to run while stocks last.

The extra 25 per cent is being offered on two sizes; 3.8cm x 1m and 6.3cm x 1m. The extra length on each size will represent an 18p saving to the consumer on the 3.8cm strip and 21p on the 6.3cm strip. In addition, Elastoplast are offering a pre-pack to retail pharmacists containing one dozen cartons of



fabric dressing strip in the 6.3cm size and 1½ dozen in the 3.8cm size.
Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts. ■

Cossack competition

Two Sea Panther wind boards, worth £500 each, together with a free course of lessons are being offered as prizes in a Cossack on-pack competition. Entrants are asked to "spot the difference" between two illustrations of a windsurfer in action, and complete the sentence "I use Cossack because". Cans carrying the competition will be sold from March 1.

The wind boards are supplied by

Windsurfing International, and a weekend's course of lessons will be arranged at the Watersports Centre, Nottingham. The company says this is the first of a series of promotions they have planned for 1981. Product manager, John Honey says: "Our policy of promoting Cossack strongly in 1980 paid off. During the year the product increased its brandshare to 46 per cent and I see no reason to change a successful strategy. I am confident of further gains in 1981."
Reckitt Toiletry Products, Reckitt House, Stoneferry Road, Hull. ■

Gibbs SR toothbrush

Gibbs are relaunching their SR toothbrush under the title "SR plaque remover". The toothbrush design, which is a row of angled filaments on either side of the central vertical filaments, is unchanged and Gibbs claim their latest clinical trials have shown that it can remove up to 40 per cent more plaque than ordinary toothbrushes under the same brushing conditions.

Packaging is in blue and white card mounts with the words "Gibbs SR plaque remover" and the SR logo prominently displayed. The copy on the reverse explains how it differs from conventional toothbrushes. Blue disposable merchandiser bases hold 12 brushes (three of each colour) and introductory discounts will be available.

Promotional material will include a POS leaflet "Healthy teeth for life" as well as regional Press competitions, mail-outs to dentists, a sampling operation and some local radio

coverage. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY. ■*

Sensodyne on air

A radio campaign for Sensodyne toothbrushes will run during April and May—all stations in the ILR network will be covered. Sensodyne brushes and toothpaste are also currently on bonus. *Stafford-Miller House, Hatfield, Herts AL10 0NZ. ■*

Dr White promotion

Lilia-White are promoting sizes 1 and 2 of Dr White's during March. All packs of 10's will be flashed "Comfortable savings" and two fronts from these packs can be exchanged for a booklet containing six 10p coupons which can be used for the next six purchases. *Lilia-White Ltd, Alum Rock Road, Birmingham. ■*

Kodak flash bonanza

Kodak are launching a nationwide flash promotion featuring the four Kodak cameras—traditional and instant—with built-in flash.

During May and June customers can bring in any old camera—any make and in any condition—and qualify for a trade-in allowance on a new Kodak camera with built-in electronic flash. They will get a £2 allowance on the Kodak Ektralite 400; £3 on the Ektralite 450; £4 on the Tele-Ektralite 600 camera and £5 on the EK160-EF instant camera. All the discount money will be refunded by Kodak at the end of the promotion.

Dealers participating in the scheme will receive display material. *Kodak Ltd, Kodak House, Station Road, Hemel Hempstead, Herts. ■*

ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is

Ajax cream cleanser:	All areas
Alka Seltzer:	Ln, So, Sc
All Clear:	All areas
Anadin:	All areas
Anbesol:	Lc, WW, NE, B
Askit powders:	Sc
Ayds slimming aids:	All areas
Beechams catarrh capsules:	Lc, WW, We
Biactol:	All except We, WW
Chapstick:	Ln, Lc, Sc
Colgate Dental Cream:	All areas
Cyclax products:	All areas
Dixcel Checks:	Ln, So, A, M, Lc, WW
Dristan:	So, WW, We
Dentu-creme:	Ln, Y, NE, WW, A
Farley's rusks:	All except E, CI
Gillette Slalom:	All areas
Hedex:	All except U, E
Hermesetats:	All areas
Jeyes Thick Parazone:	All except Lc, WW, We, CI
Kleenex Super 3:	All areas
Kleenex toilet tissue:	All areas
Paddi Cosifits:	All areas
Palmolive soap:	Ln, M, WW, NE, U, Sc, G, Lc
Pseudouice:	All except U, CI
Selsun:	Y, NE
Slender:	All except U, E, CI
Slingard Hot Savoury:	Lc, M, Y, NE

Gillette update Foamy and add Surf spray fragrance

Gillette have updated their Foamy shaving range and introduced Surf spray, a new fragrance designed for the younger man.

The re-formulated Foamy has a richer and thicker lather for improved beard preparation and shaving comfort, and rinses more easily from the razor. Packaging is in newly designed trimline cans with revamped graphics for display impact. Two sizes will be available—200g and a 300g economy size, to replace the 395g can. Surf spray will initially be available only in the 200g size.

A merchandiser containing 25 cans will be available offering discounts across all variants, with emphasis on the Surf spray fragrance at a special invitation price. Gillette are supporting the products with a £320,000 promotional and advertising campaign.



Gillette UK Ltd, Great West Road, Isleworth, Middlesex. ■

Spring colours from cosmetic houses: Charlie

The Charlie range has rebel rose, outrageous orchid and lighthearted coral in lipsticks and matching nail gleamers. Sunny spirit is a golden-yellow frost intended for use under or over lipsticks and nail enamels.

For eyes, sentimental teal, mysterious mauve, dreamy spirit and mischievous mustard are the new creamy shadows colours. Impulsive pink and tender toffee are the new shades of Real Live blush and scandalous henna for puff-on blush. *Revlon International Corporation, 86 Brook Street, London W1.* ■

Geminesse

Bingo berry, domino rose and winsome wine are the shades available for both lips and nails in the Geminesse Color Game for spring.

Eyes are coloured by three Geminesse eyeshadow collections (£6.95). They comprise city dusk blue, tawny bronze, moonbeige and fawn grey; cactus green, chestnut, moonblush and sienna suede; with the

third quartet holding dusky rose, amber brown, plum violet and autumn blush.

The Color Game available from March also features the duomatic mascara (£4.25) available in black, brown/black and brown, with Geminesse enriched blushing cream (£6) available in damson drama and burlesque brown. *Max Factor Ltd, 16 Old Bond Street, London W1A 3AH.* ■

Ultima II

Deauville by Ultima II is a spring colour collection comprising six fashion looks. These are Deauville corals, seaside pastels, racing red, golden sand, parasol pink and casino nights. Ultima is also introducing a pencil and powder duet (£6.50) in three shade combinations. *Ultima II, 86 Brook Street, London W1.* ■

Revlon

The Sundance colours from Revlon feature 21 new shades among six eyeshadow duets, six new lip colours and co-ordinated nail enamels. To complete the collection there are also three blushing powders. The

Double sample offer from J&J

Johnson and Johnson's Carefree panty shields and Vespri press-on towels are currently combined in a consumer magazine offer.

The offer will feature in full page advertisements in four major women's magazines and the two products will be included among a choice of eight items offered at 50p for any five.

Carefree panty shields, the company says, already dominate the secondary sanpro category with an average 28 per cent share against six competitors and Vespri press-on towels, in the fifteen months since their launch, are the third best selling press-on towel in the UK market. *Johnson & Johnson Ltd, 260 Bath Road, Slough, Berks SL1 4EA.* ■

collection will be on counter from March. *Revlon International, 86 Brook Street, London W1.* ■

Shadow Plus

Shadow Plus is the latest collection of powder eyeshadows from Helena Rubinstein. Each shade is packed in a compact (£1.95) with a see-through lid and sponge-tipped applicator.

The ten shades, both matt and frosted, are pure shimmer, champagne rose, bronzed brown, soft aqua, shimmering mauve, muted grey, amethyst crystal, gentle sage, orient blue and precious lilac. Shadow Plus will be available from April. *Helena Rubinstein Ltd, Central Avenue, West Molesey, Surrey KT8 0RB.* ■

Germaine Monteil

Tuscany is the theme of Germaine Monteil's spring colours. Four new eye colour compacts (£5.30) are in shades of beige toscan, roux titien, vert antique and or florentin.

Rose exotic is the new Color cream Blush shade (£5.35) and rouge lapilli nacre is available as lipstick (£3.15) and nail lacquer (£2.45). *Germaine Monteil, St George's House, St George's Street, London W1R 9DF.* ■



Reformulation and pack change for Anusol

William R. Warner are re-launching Anusol in a GSL formulation. Benzyl benzoate and resorcinol have been removed but the company says that clinical trials have shown the new formulation to be just as effective as the previous one.

Further progress in the market will be greatly enhanced with self selection and better display, they say. The three presentations—cream, ointment and suppositories—will be continued while new pack designs are being introduced to help stimulate self-selection.

From the end of March all Anusol deliveries will be the GSL presentations, with the new pack designs and display outers. *William R. Warner & Co Ltd, Usk Road, Pontypool, Gwent NP4 0YH.* ■

'Miracle film' from Agfa

Agfa-Gevaert are introducing a product they say has been described as a "miracle film" because it uses the chemistry of colour prints to produce black-and-white negatives and is a variable speed film.

Agfa say exposures on the Agfapan Vario-XL (trade, £1.50) can be varied from 125 ASA to 3200 ASA

and the 35mm cassettes are capable of "normal" C41 processing. The film is to be launched on February 23 at the "Photography at Work" exhibition, Wembley conference centre. *Agfa-Gevaert Ltd, Great West Road, Brentford, Middlesex.*

A similar development from Ilford arrived in the UK at the beginning of the year (*C&D*, August 16, p222); however, the XP1 must be used with processing chemicals supplied by the company. The film is of a fixed speed—400 ASA—and Ilford say they have concentrated on the quality of the finished product rather than versatility.

The XP1 discovery kit (£3.67) consists of one film and, Ilford say, enough chemicals to process two films. Individual films come in tubs of 10 (£1.88 each) and a 2½ litre chemistry kit (£5.50) is capable of processing six to eight films. *Ilford Ltd, Basildon, Essex.* ■

Bellair conditioner and make-up remover

Bellair Cosmetics have introduced an eye make-up remover "for the budget-conscious". It is packed in a pink plastic bottle which is unbreakable and holds 125ml for £0.80.

Estolan Family hair conditioner (150ml) is £0.79. The packaging and fragrance have been designed to appeal to men, women and children alike and the shampoo comes in a handy, non-spill tube. *Bellair Cosmetics Ltd, New Road, Winsford, Cheshire CW7 2NX.* ■

IT CHEERS THE CHESTIES



Benylin* Expectorant, specially formulated for the chesty cough with congestion, and the most effective recommendation you can make. Established, well-accepted by your customers and an important profit-winner for you. A product that really earns your recommendation.

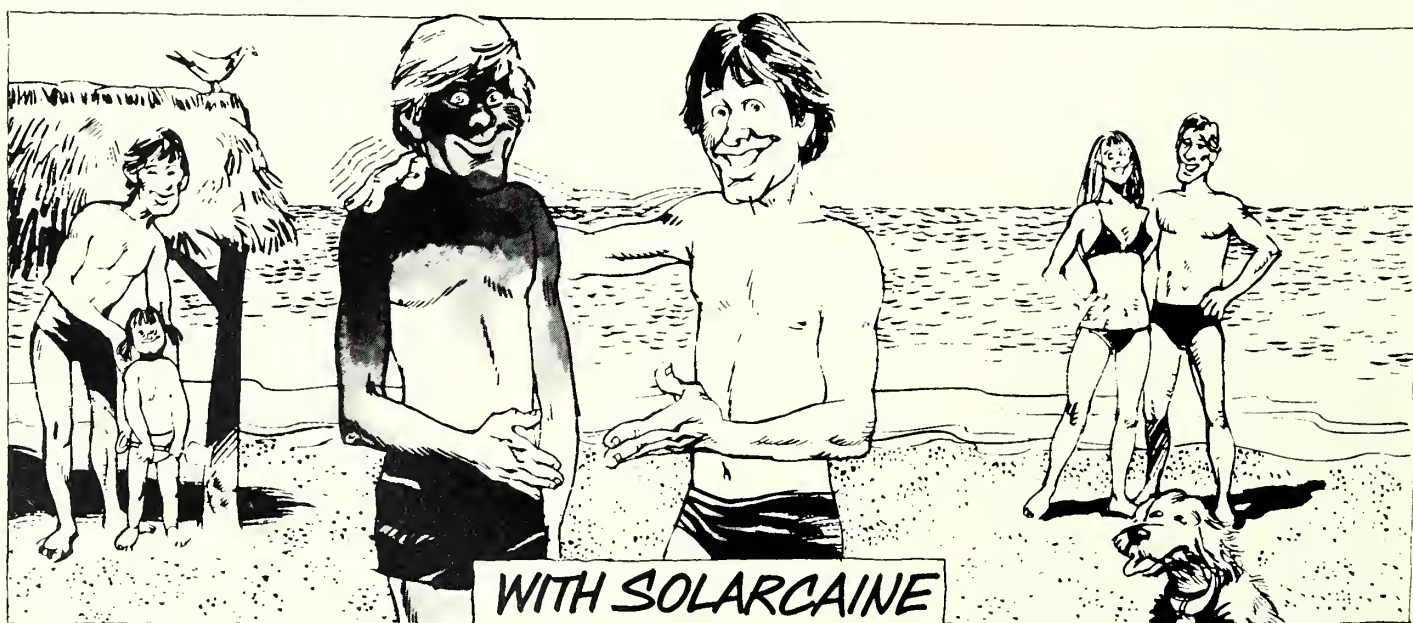
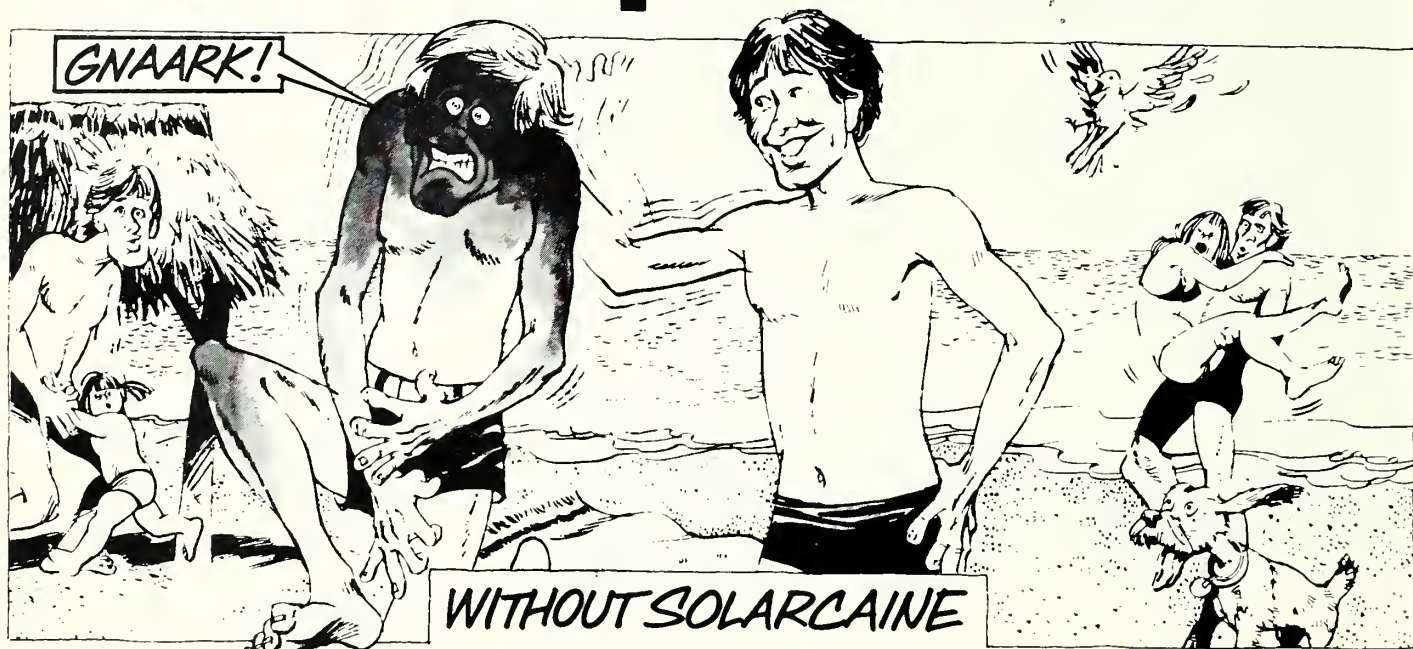
PARKE-DAVIS
part of the Warner-Lambert Group
good products for you
and your customers

Active Ingredients: Diphenhydramine Hydrochloride B.P.
Ammonium Chloride Ph.Eur. Sodium Citrate Ph.Eur. Menthyl B.P.
Parke Davis & Co., Pontypool, Gwent NP4 0YH.

Further information and data sheet available on request.

*Trade mark R81052

Anything that can anaesthetize sunburn pain in seconds, deserves a pat on the back.



Solarcaine® works in a totally different way to ordinary sunburn remedies.

It contains a local anaesthetic Benzocaine, which relieves in seconds the agony of sunburn. At the same time allowing its healing emollient to get to work.

Not surprisingly this highly effective formula has made Solarcaine the world's best selling sunburn remedy.

To put it firmly on the map in Britain we'll be advertising heavily, in womens magazines and at point of sale.

Solarcaine comes in three forms, a lotion, a spray and a cream.

It will only be sold through chemists, and we'll soon be telling you more about a generous introductory scheme.

Not that you'll really need any incentive, because as well as being the world's fastest working sunburn remedy, Solarcaine is also going to be the fastest selling.

For more information, contact June Harpley, Plough (UK), 1-19 Penarth St., London. SE15 1TR. Tel: 01-639 4363.



*Registered trade mark
Plough (UK). Copyright Plough (UK) 1981

COUNTERPOINTS

A new Airbal to remove stale tobacco smoke

The Airbal air freshener range is boasting a new product, a new-look and a £1 million advertising campaign for 1981.

The new product is Tobacco Clear which contains a mixture of ingredients developed to neutralise the smell of stale tobacco smoke. Smith & Nephew, suppliers of Airbal, say research showed that stale tobacco smoke is a major problem in a large percentage of homes in the UK. As the lounge is the worst affected area, Tobacco Clear comes in a brown holder designed to blend in with all styles and decor.

The rest of the Airbal range has been re-packaged to increase impact at point-of-sale and has also been reformulated with 25 per cent more natural ingredients to improve performance.

Advertising breaks in March with a £400,000 national television campaign



for Tobacco Clear. In June/July a similar weight campaign will promote the whole Airbal range and from October to December Tobacco Clear will be given a further £100,000 boost through advertising in leading women's magazines. Airbal fridge freshener is being supported by a £100,000 spend in the women's Press. *Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts.* ■

Ajax dream home

Colgate-Palmolive are running a major consumer promotion for the Ajax brands with a spend of over £250,000.

The theme is "Make your home a dream home with Ajax and Habitat" and the promotion is featured on over 12 million packs. A simple competition requires matching advertising slogans to the appropriate Ajax brand plus two proofs of purchase. The winner will receive Habitat goods worth £10,000 and every entrant receives a book of vouchers offering savings of over £30 on household goods.

During the promotion over £½ million will be spent on national television advertising for Ajax cream liquid. POS material highlighting the promotion will be available. *Colgate-Palmolive Ltd, 76 Oxford Street, London W1A 1EN.* ■

Television boost for Thick Parazone

Jeyes are aiming to boost sales of their Thick Parazone with a £250,000 television campaign, running through to mid-March.

The company claims that, since its launch last summer, Thick Parazone has been enormously successful. In December 1980 sales of Parazone rose by 140 per cent over December 1979, they say, and 14 per cent of housewives who bought a branded bleach bought Parazone as compared with 5.5 per cent the previous year. *Jeyes UK Ltd, Thetford, Norfolk.*

A counter display stand is now available for the Denivit range of oral hygiene products, which is being launched nationally in March (C&D, January 24, p143). The stand holds 12 toothbrushes, 4 mouthwashes and 6 toothcreams. *Kema Nobel Consumer Goods Ltd, 67 Hatton Garden, London EC1. Distributors: Ernest Jackson & Co Ltd, Crediton, Devon EX17 3AP.*



IT TACKLES THE TICKLIES



Benylin* Fortified Linctus, specially formulated for the dry, tickly cough. The proven antitussive Benadryl* (diphenhydramine hydrochloride) is fortified by another proven cough suppressant, dextromethorphan hydrobromide. It's one of the most effective treatments for dry irritating coughs, and a rewarding recommendation for the pharmacy as well.

PARKE-DAVIS
part of the Warner-Lambert Group
good products for you
and your customers

Active Ingredients: Diphenhydramine Hydrochloride B.P.
Dextromethorphan Hydrobromide B.P., Sodium Citrate Ph.Eur.
Menthol B.P.

Parke-Davis & Co., Pontypool, Gwent NP4 0YH.

Further information and data sheet available on request

*Trade mark R81052

Can you think of an easier way to take a child's temperature?



FeverScan. Seeing is believing.
Now temperature taking couldn't be easier. Because with FeverScan you have a clinically proven thermometer that is simple, accurate, safe and hygienic to use.

Safe and Accurate
Just press FeverScan gently against the forehead. And within 15 seconds an accurate temperature reading is clearly displayed. There's no discomfort, no danger.

Use time and time again
FeverScan is a development of liquid crystal technology. Its robust and it can be used over and over again.

FeverScan is ideal for babies, children and the elderly. Ask for FeverScan at your chemist — and take the heat out of temperature taking.

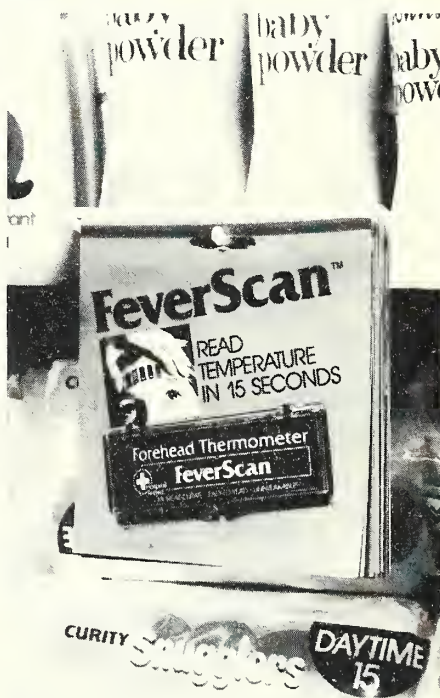
The New FeverScan Forehead Thermometer
Available from larger branches of Boots and Chemists. Or write to Rolimworth Ltd, 1-3 Grev's Road, Hinxton, Cambs. CB25 9AB. Oxon RG9 1SB.

New Fever Scan. Seeing is believing.

Dendron Ltd., 94 Rickmansworth Road, Watford, Herts WD1 7JJ.
Tel (0923) 29251.

Mothers have always had problems taking their child's temperature. But now, all they need to do is press Fever Scan gently against the forehead. In 15 seconds their child's temperature is displayed clearly and accurately. Without any discomfort and without any danger.

Mothers who've tried Fever Scan love it. And so do their children. So with ads running in the national press, baby press and women's magazines demand is bound to be high. So before you advise mother on the best way to take temperatures, take note of your stock.



Fever Scan.
The forehead thermometer.

COUNTERPOINTS

Fluoride and re-packaging for Pearl Drops

Carter-Wallace have reformulated and repackaged Pearl Drops in an easy flow bottle with updated, redesigned graphics and packaging.

Pearl Drops with fluoride replaces the existing product but will retail at the same price (25ml, £0.55p; 50 ml, £0.85p) in both regular and spearmint flavours. A free standing display unit/dispenser to carry six of each flavour and size will also be available.

The launch will be supported by a May to December £¼ million advertising campaign in leading women's magazines running concurrently with a *Sunday Mirror*/ Pearl Drops competition to find Britain's most beautiful smile. *Carter Wallace Ltd, Wear Bay Road, Folkestone, Kent.* ■



Pochette and sprays for Anais Anais

Cacharel's Anais Anais range is being extended by two additions to the eau de toilette collection and a gift pochette.

Two sprays are being introduced—a 30ml atomiseur (£6.50) and a 100ml vaporisateur (£13.95). The pochette (£6.50) comprises a 30ml eau de toilette spray, a 32g tablet of toilet soap and a cotton Cacharel handkerchief. Packaging is in silver-grey card and the contents would normally retail at over £10, it is claimed. *Golden Ltd, Berkeley Square House, Berkeley Square, London W1A 1BX.* ■

Extra-strength for Marigold glove

LRC Products have developed a new production process, combining rubber and a synthetic material, Tufflex, and are launching the first houseglove containing Tufflex—Marigold Extra.

Adding Tufflex is said to make the gloves considerably stronger than conventional ones without any extra thickness or loss of sensitivity of touch. They are 20 per cent less liable to puncture or tear.

Extra (£0.63) are available in display outers of one dozen and will be positioned alongside Fleur in Marigold's

medium-weight sector, replacing Chic. They will be supported by advertising worth £200,000 in women's magazines throughout May, June and July.

In addition, a nationwide promotion will take place in Rediffusion shops, where one million 10p-off vouchers will form part of a book given to customers. The promotion will run from March onwards in the north of England and Scotland and from June in the rest of the UK. *LRC Products Ltd, Sanitas House, Stockwell Green, London SW9 9JJ.* ■

Aquasun's new POS unit holds the complete range of water-resistant products and is directed at winter sports enthusiasts. Roche Products Ltd, Broadwater Road, Welwyn Garden City, Herts



IT COMFORTS THE KIDDIES



Benylin* Paediatric, specially formulated to treat coughs in children up to 12 years, with a pleasant and very acceptable raspberry flavour. Most parents know how well Benylin Paediatric does its job, and when you recommend it you'll be giving them a good night's rest as well as the child.

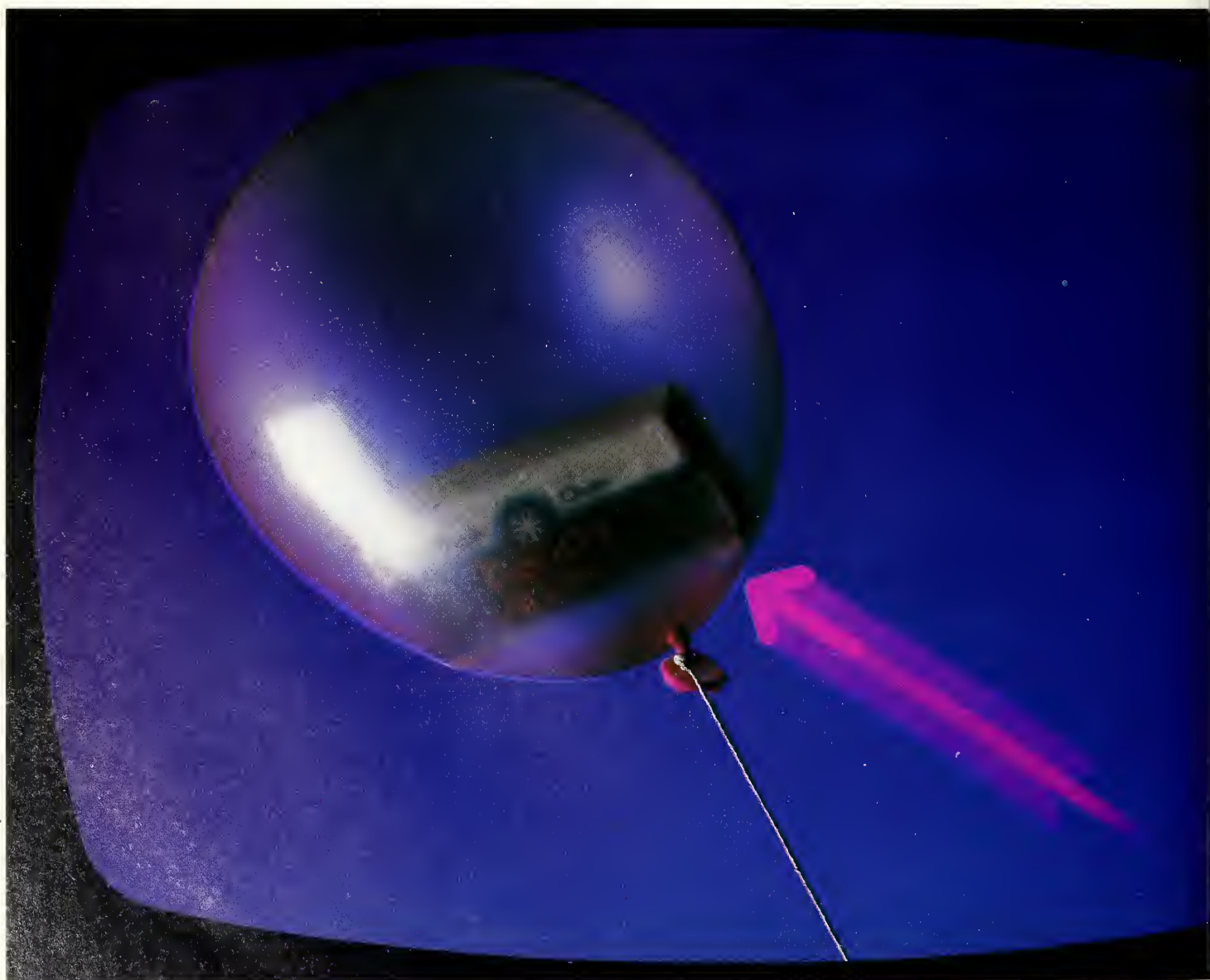
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Further information and data sheet available on request.

*Trade mark R81052

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Who knows, you could quadruple your sales.



Keep some Handy Andies handy.

A Bowater • Scott Quality Product.

Typing prescribers by reaction to medical detailing

SUMMARY: It would be useful to be able to categorise doctors, using easily obtainable criteria, into those who would be considered "good prospects" for prescribing a new drug and those who would not. Certain sources of information have been shown to be preferred by particular types of doctor although a prescribing model to take account of more than 10 per cent of prescribing variability was not possible.

Introduction

Every day the general practitioner prescribes treatments for his patients on the basis of his assessment of their condition. The particular drug he chooses depends, among other things, upon his attitude to the drugs which he knows are available and suitable to treat that condition. This attitude will be formed from experience and his susceptibility to drug promotion. The continuation of a particular treatment will depend to some extent upon the attitude of the patient as well as the outcome of the treatment.

It would be useful for the pharmaceutical industry if it was able to ascertain, in advance, the probability of whether or not a doctor would decide to prescribe a new drug. Lower prescribing activity might result in less promotion attention (3).

A company's marketing problems have been defined by Paoli (2) as, how to decide for each practitioner on its file: "The promotional drive which will be directed at him; the share of the expenditure which will go on visits, samples and brochures; the proportion of marketing costs between different drugs, especially between new and old drugs".

The Dorema panel, in France, collects during one randomly chosen week all of the prescriptions from 1,600 doctors, considered to be representative of the medical corpus. Medicinal products for study are selected which are assumed to be competitive. The prescription potential for one doctor when compared with another, is determined in accordance

with the characteristics of the doctor or at least those characteristics which are available to the company. In this way doctor groups are produced consisting of those doctors with similar characteristics and having uniform prescription potential. The prescriptions issued by each doctor are compared to his potential. The computer program lists those doctors who would benefit from an extra representative's visit or increased mailings. These lists are forwarded to each representative who takes the necessary action.

In the UK, many manufacturers can buy statistical information on any marketed product from certain market research organisations. One set of statistics is based upon the prescriptions written by two hundred general practitioners for a specified period. The data gathered can be divided into therapeutic classes and various sorts on different variables are carried out. The data and statistics supplied to each contributing manufacturer indicate to each company how its product is faring in comparison with its competitors. Data are also supplied about the individual drugs in each therapeutic class, comparing certain doctor characteristics with prescribing.

Methodology

A questionnaire was designed and mailed to 600 general medical practitioners within the West Midlands, and data was gathered about the use of drug information sources by doctors. There were also a number of questions which were

designed to help characterise the doctors. Information about practice size, doctor's age, the university of graduation and the qualifications held were all obtained from the Medical Register published by the General Medical Council and the appropriate Family Practitioner Committee Medical Lists.

The drug adoption process is supposed to be comprised of a number of cognitive stages. Two of these are "awareness", when a doctor hears of a new drug and "evaluation" when he looks for information to form an opinion about its clinical usefulness (4). The rating of sources of information used at the "awareness", "evaluation" and "advice" stages of the drug adoption process were correlated against sub-divisions of selected variables.

Variables chosen were: number of partners; years qualified; medical school of graduation; qualifications obtained; the individual list size; whether the doctor dispenses; the number of receptionists; the number of years in the particular practice; whether the doctor specialises, and, finally, the doctor's sex. Of a number of hypotheses tested, ten were shown to be significant and it was found that older single practice doctors with a first degree only, who did no dispensing and who did not specialise, preferred those sources of information which emanated from the pharmaceutical industry.

Doctors who had been qualified more than thirty years used the consultant more often than relatively newly qualified doctors. *Drug and Therapeutics Bulletin* was preferred by relatively newly qualified doctors and by Members of the Royal College of General Practitioners who replied to the questionnaire. *Prescribers' Journal* was used more by the most highly qualified who also used medical journals significantly more than their colleagues, for finding out about new drugs.

An analysis of nine million prescriptions was carried out over a 15 month period to establish who the first prescribers of a new drug were—the first 100 were called early

Concluded on p352

By Dr B. Strickland-Hodge, BSc, MSc, PhD, MPS, MSc, formerly of medicines research unit, UWIST, Cardiff, and Mr M. H. Jepson, BPharm, MSc, FPS, MIPkg, AIIInfSc, lecturer in pharmacy, University of Aston

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Source : Independent
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There

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55.5%*

Not that one advertising idea can do everything. The marked preference consumers have for our products must also be due to

60.0%*

ere.

and share 1980

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Babycare



PUT A SMILE IN THE
EYES OF THE LITTLE PEOPLE.



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GIVE BRITISH BABIES OUR BEST

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*4 days supply of
sugar-free Vitamin C
in every bottle.*

*Packed with vitamin
children have been growing
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Courtesy Robinson's Baby Foods

Preventing obesity — right from the start

While the idea that a fat baby is a healthy one no longer holds good, infant obesity is still a controversial issue. Dr Ian Barr, nutritionist, Farley Health Products Ltd, examines some of the theories as to why babies get fat and what can be done to prevent it.

In Western countries, fatness is widely regarded as unattractive, if not ugly. Most doctors and nutritionists also consider it a health hazard. Nevertheless, even though social values and medical opinion coincide on this issue, obesity remains one of the commonest nutritional disorders in affluent societies.

Obesity is a condition characterised

by the presence of an excessive amount of body fat. It is not exactly synonymous with overweight since the latter is not always due to an abnormally large amount of fat. A more precise definition awaits universal agreement and the prevalence of obesity, at least in the UK, has yet to be determined.

Associated with obesity, though

not necessarily directly, is an increased risk of succumbing to various diseases as age advances, including hypertension, diabetes and coronary heart disease. Excessive weight can place an undue stress on the skeleton and respiratory system resulting in mechanical disability and breathing problems. Obesity also complicates pregnancy and surgery. Besides physical disorders, fatness can induce or aggravate emotional and psychological disturbances. It is accepted by many that life is shortened in the obese though this assumption is currently being re-examined for older age groups¹.

Since obesity is difficult to treat successfully, it is preferable to prevent the condition from developing and, in particular, to take appropriate measures directed at the causes of the disorder, early in life. Notions such as "a fat baby is a healthy baby" and "a baby cannot be overfed" have

Continued overleaf

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fallen into disrepute as the hypothesis that fat babies become obese children who, in turn, grow into fat adults, gained acceptance. This hypothesis is not, in fact, very well supported by evidence². Nevertheless, the prevention of obesity at all ages is a worthwhile public health objective.

Exactly what constitutes excessive fatness in infancy can be defined and measured in a variety of ways. None is free from criticism and none has won universal acceptance. Because different criteria have been used in research, interpretation and comparison of findings from different studies is beset with difficulties.

The easiest method of assessing obesity in infancy is by simple observation but because this is highly subjective it is unreliable. A more satisfactory, though still imperfect approach, is to compare an infant's weight with standards for the same sex and age. Infants, like adults, come in different shapes and sizes: the "overweight" baby may simply be large rather than obese. If several weighings are made over a period of time, however, this method can be useful in identifying unusually large weight gains: these are often indicative of the onset of obesity.

A more accurate method is to

compare an infant's weight and length with standards for the same sex and age, preferably over a period of time. Total body fat can be estimated from measurements of skinfold thickness at various body sites. If readings are taken at intervals as a baby grows, changes in the amount of body fat will be revealed.

All these methods require accuracy in measurement and care in the interpretation of data. Provided these considerations are taken into account, weight and length for sex and age, and skinfold thickness, are practical and fairly reliable tools for assessing obesity in infancy. The preferred methods, however, require more skill in their use.

Factors involved

Obesity results from an intake of energy in excess of expenditure but this knowledge is of little practical value. Over the past two decades, several factors thought to be involved in the aetiology of infantile obesity were identified and a theory began to emerge which gained widespread acceptance. Overfeeding, artificial feeding and the early introduction of solids were linked with the development of obesity in infants. Prevention was, and still is, directed at avoiding overfeeding, encouraging breast feeding and delaying the introduction of solids until the infant is about four months of age.

There is very little evidence that bottle feeding increases the risk of obesity^{3,6}. Breast feeding is certainly to be recommended but not because it prevents obesity. The assumption that the early introduction of solids predisposes an infant to obesity has also been challenged⁷. Far from accumulating evidence to support existing theories, further research is highlighting a need to re-examine the evidence and modify the conclusions.

Overfeeding is an avoidable cause of infantile obesity. This can occur inadvertently under the following circumstances. Infants given overconcentrated feeds, for example due to the addition of solids, are likely



Deciding if a baby is obese can be difficult. The three babies above, at seven weeks, would appear to have widely differing weights yet all are "normal", as are the three 11 month old girls in the lower picture (photos courtesy Farley Health Products Ltd)

OBESITY

to become thirsty if there is insufficient water to ensure efficient excretion of solute. Parents may misinterpret thirst as hunger and give more feed, thereby increasing the risk of obesity. High solute loads can also stress the immature kidney.

Though environmental influences appear to be much more important than genetic factors in determining body fatness⁸, some infants seem to be more susceptible to becoming obese than others. Indeed, a few infants are classifiable as obese at birth though why a large amount of fat is laid down is not known. It has been postulated that newborn infants of normal weight parents are less likely to become obese than fatter neonates of overweight parents⁹. If this hypothesis is valid, more attention will have to be focused on maternal obesity.

Prevention

Despite inconclusive and occasionally conflicting evidence as to their efficacy in preventing infantile obesity, breast feeding and delaying the introduction of solids until about four months of age can be recommended on several grounds. In the case of bottle-feeding, formulas must be prepared according to manufacturers' instructions and infants should be offered water between feeds. Thirst must not be quenched with more feed. After solids have been introduced, it is important to expose the infant to a variety of foods and not to encourage consumption of more food than is needed for adequate growth. The practice of adding solids to bottle feeds should also be discouraged.

It is often forgotten that different babies require different amounts of food. Infants do not grow at the same rate and they do not behave in the same manner. In most cases, these variations are perfectly normal: babies are individuals and should be treated accordingly. Rigid instructions on how much, and how often, they need to be fed ought to be avoided. This places a greater responsibility on the mother and she may require help from her doctor or health visitor in deciding what constitutes too much—or too little—feed.

There is encouraging evidence that the prevalence of infantile obesity is decreasing in this country¹⁰. However, the need for continuously monitoring the progress of infants and children

has not diminished. Obesity is still a major nutritional problem in affluent societies and efforts to increase awareness of the benefits of prevention should be strongly supported.

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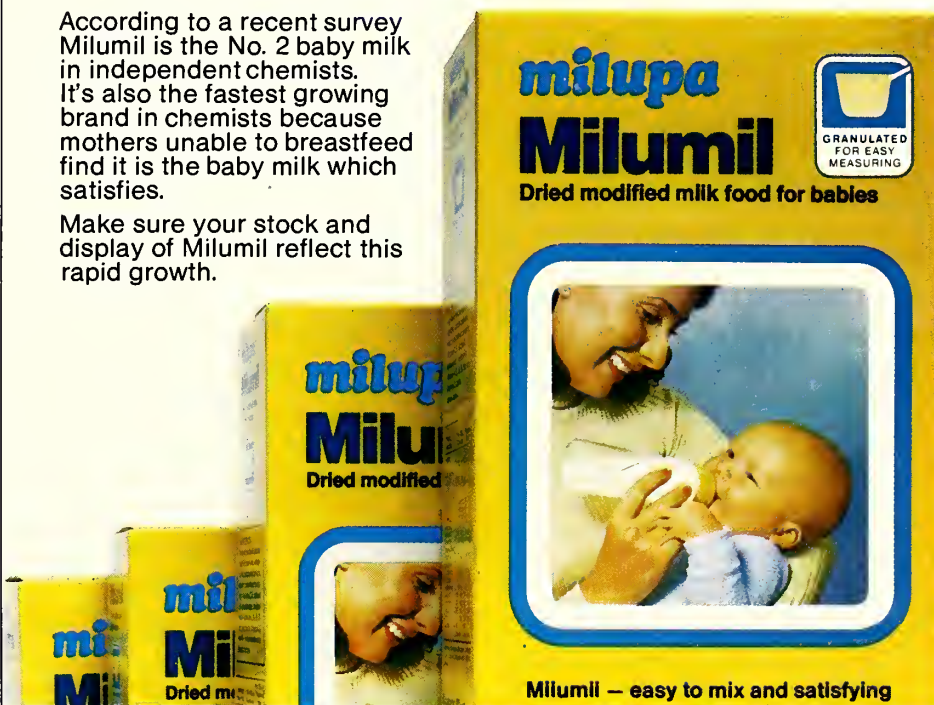
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According to a recent survey Milumil is the No. 2 baby milk in independent chemists. It's also the fastest growing brand in chemists because mothers unable to breastfeed find it is the baby milk which satisfies.

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Independents managing to keep ahead

Grocers are making inroads into the expanding meals market that is forecast to be worth £50m this year. But independent chemists do not appear to be losing ground at present.

Chemists still dominate the prepared baby meals market with 57 per cent of sales, according to Heinz.

But the grocery sector has been quick to see new opportunities in a market that is expanding with the increase in birthrate. Grocers are looking on babyfoods as providing an important service for mothers while they are shopping for the rest of the family, and consequently these outlets have increased their share of sales to 43 per cent from 38 per cent the previous year.

However, according to Heinz, independent chemists have reacted well and maintained just over a 19 per cent unit share; the grocers' increase appears to be at the expense of Boots.

Heinz believe chemists need to offer a comprehensive range with a choice through age of baby and meal occasion. The strained and junior ranges should be vertically blocked and meal segments grouped together; the new First Weaning Food (C&D, January 24, p132) should be shelved, if possible, next to other dried baby foods. Variety name tags are available to assist identification.

Heinz claim that, with a unit share of over 60 per cent, they have benefited more from Gerber's withdrawal in 1979 than any other brand. Sales to independent chemists increased by more than one fifth last year.

While baby meals in cans still account for over half the market, dried baby foods have shown dramatic growth from 11.7 per cent volume share in 1976 to 26.9 per cent in 1980. Heinz say dried baby food is of most importance in the 0-6 months age group.

Research also shows that each mother buys on average 20 dozen units of baby food during a baby's first year and that 98 per cent of the 1.5m mothers of babies up to two years buy baby food at some time.

Spending over £800,000 on media this year, Heinz claim to be by far

the largest advertiser of baby food, supporting the whole range on national television and in women's, parents', and medical magazines. Double page spreads will announce First Weaning Foods in these magazines during March. Following that, First Weaning Foods will feature in all the range advertising including television. Over one million sample sachets will be sent out through Bounty bags and clinics and health visitors will also receive samples.

Cow & Gate say their range is progressing well with the total market



Kiddicraft toys from Cow & Gate

for each of the products estimated as follows: Milks £39m, meals £41m, rusks £6m and syrups £4m.

"Cow & Gate currently claim 25 per cent of the independent chemist trade and intend to increase this share", comments Patrick Cannon, marketing manager. "At the same time, we do not think the independent chemist is losing ground through food sales. They have a traditional role in the market and we actively support this area with specifically designed promotions such as the new Kiddicraft toy offer we are running throughout 1981 (C&D, January 24, p132)."

While extensive advertising and consumer promotions are planned for later this year, details have not yet been finalised. The proposed merger with Nutricia (C&D, January 24, p158) is expected to result in the

second or third largest babyfood company in Europe.

Optrex suggest that chemists are holding their own on products for young babies, including weaning foods, as the mother still has to visit the pharmacy for many other baby items. As the baby grows, however, he requires fewer specific baby items and most of his needs can be catered for at the supermarkets—hence an apparently growing slice for them of food sales.

The company estimates the size of the baby rusk market at about £9m. Optrex bought Virol malt rusks, along with Virol vitamin supplement, just over a year ago, since when they have been developing the brand and increasing distribution, mainly through chemists.

The rusks have recently been repackaged to promote consumer awareness and on-shelf recognition. The new pack contains 24 rusks instead of 22, although the total pack weight remains the same, and the rusks are a flatter shape.

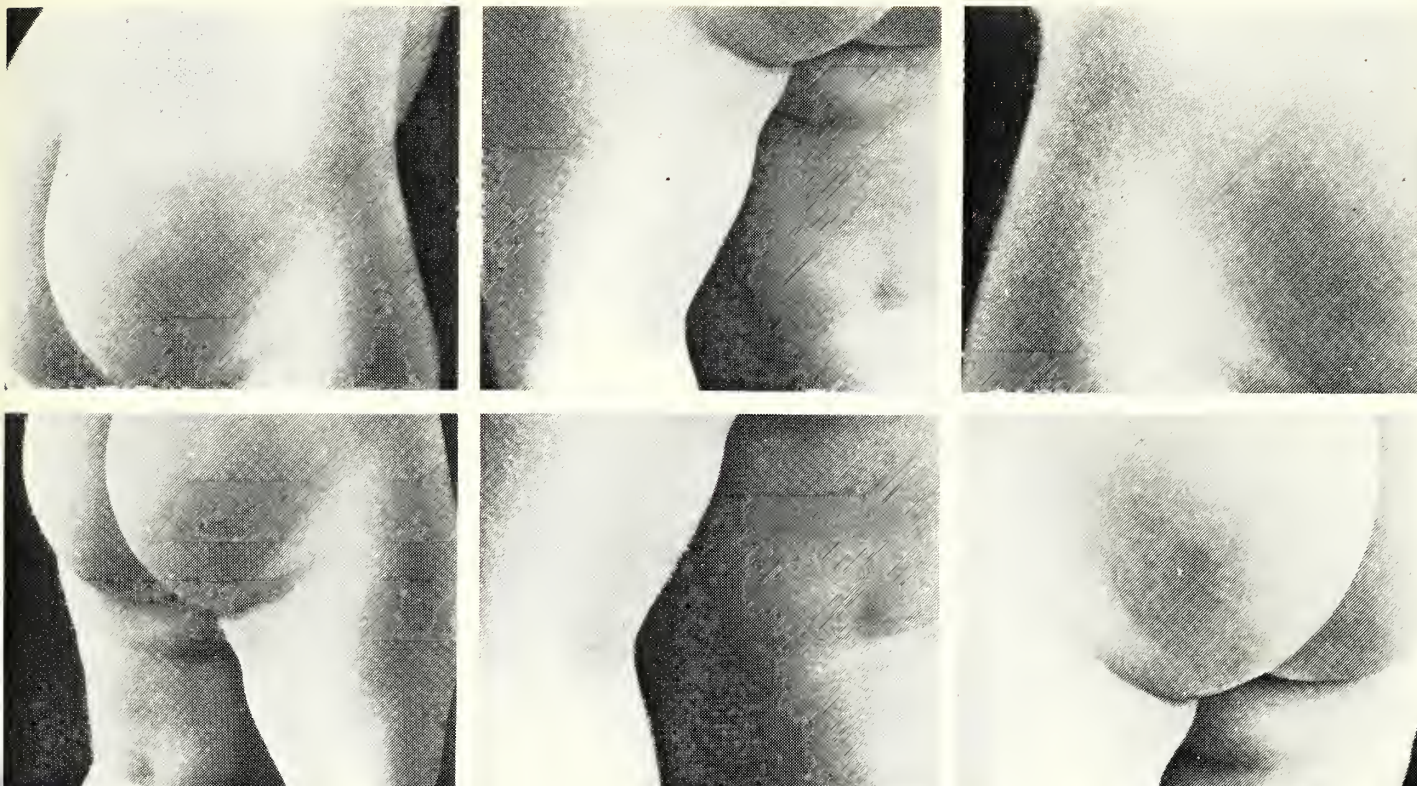
During 1981 promotion will consist mainly of advertising in the baby annuals and continuation of the health visitor information programme, started in 1980. Plans are in hand for a consumer offer, probably off-pack, later in the year in conjunction with Virol vitamin supplement and Optrose baby juices.

There are also plans to update the vitamin supplement pack to bring it in line with the revised rusks packaging. Promotion will be on similar lines to rusks, with special emphasis on health visitors.

Robinson's claim their baby foods lead the dry food sector with a 17 per cent sterling share of the total market. Sales of baby food one and two rose 30 per cent in value in 1980. They believe dry foods have a 43 per cent value share of the total food market.

The company's most important new development in 1980 was the launch in October of gluten free "super cereals" with no added sugar. Research had shown that most babies start solids at four months and the delicate flavour and smooth texture were designed to introduce babies gently to their first mixed feeding.

Robinson's say they are retaining their leadership of the baby cereals market with a 38 per cent share. This market is making a recovery with the use of cereals as a breakfast food rather than just a starter food.



Have you a tender spot for Metanium?

Some nappy rash products soothe.
Others protect.
Metanium is specially formulated to do both.
Metanium contains a silicone base. This acts as a water barrier to protect the baby's sensitive skin.
It also contains the right balance of

titanium salts to absorb urine and promote rapid healing.

Because Metanium has been clinically shown to be an exceptionally successful treatment for nappy rash, it is widely recommended by health visitors.

They've got a soft spot for it.

Your spot for Metanium
is on your shelf.

**SUPPLY
PROBLEMS
NOW
RESOLVED**

***Metanium**

Titanium dioxide 20%, titanium peroxide 5%, titanium salicylate 3%, titanium tannate 0.1%, in a siliconised paraffin base.

for
Nappy Rash.



*Metanium is a trade mark. P.L. No. 0102/5012

For further information send to Dept. L.H., Bengue & Co. Limited, St. Ives House, Maidenhead, Berks.

Continued from p6

As the baby food market becomes more and more attractive, competition between brands is certain to be fierce in 1981, the company says.

"Until the end of 1979 production problems made it difficult to keep up with the rapidly increasing sales of Robinson's baby foods", says product group manager Roger Northway, "but in 1980 increased production capacity came on line and we are now in an excellent position to meet market requirements. We see 1981 as a year of further expansion starting with the introduction of further 'super cereals' in March."

Robinson's baby foods will be promoted throughout the year through the mother and baby Press, through a public relations programme, and via direct contact with health clinics. A key strategy change is the development of the team of health visitor consultants who will be responsible for nationwide sampling and distribution of the Robinson's range of literature.

Milk sales

In a new drive to boost Ostermilk sales, Farley Health Products have appointed a hospital sales manager to provide a link between the company and the medical profession. He is Mr Mike Bearcroft, former Milupa southern divisional manager who had national responsibility for milks.

"It is intended that through this new appointment we will have the means of asking the medical profession what they want in terms of new product development and understanding their needs," says Mr Bearcroft, who has also been with SMA and Trufood. "We will be talking to the medical and nursing professions and local authorities to see how Farley's can assist them. We hope that as a result there will be increased Ostermilk sales for pharmacists".

Mr Bearcroft is particularly interested in reaching the large percentage of mothers of so-called "problem babies" who change their infant's formula within the first few weeks. "We have an aggressive new product programme and we intend over the next five years to meet the ever-changing nutritional needs of British babies as well as complying with the ever-changing legislation".

Ostermilks (Osterfeed, Ostermilk complete formula and improved



Farley's numbers chart offer

formula Ostermilk Two) are said to account for about one third of the market in chemists and Farley's rusks about 83 per cent of the £9m infant rusks market.

A television campaign for rusks is running in all areas excluding Eire and Channel Islands until the end of March as part of the £1m promotional support for the brand this year. New packs for the 6's will be introduced next month.

Osterrusks, the low sugar rusks launched last year, account for 6 per cent of the infant feeding rusks market in chemists and will be "heavily promoted" through the recommender area.

Wyeth Laboratories claim that their total value share of the £40m babymilks market is 42 per cent, with Gold Cap SMA alone accounting for one third of the market. Product group manager, Hugh Vosper, rejects claims by other manufacturers that the milks market is static: "Independent research indicates that consumption has grown 6 per cent in the year to September 1980, which is not surprising considering the upward trend in the birth rate."

The company has introduced clearer instructions on SMA and Gold Cap SMA cans. A new pictorial strip defines exactly the stages in preparing both the bottle and the feed. There is clearer definition of the ingredients, analysis of the contents and the chart specifying the amount to be used in accordance with the age and weight of the baby. SMA concentrated liquid now carries an additional flash "add water" to make it clear that the liquid should not be used undiluted.

A new design is being used for Wyeth's educational material on baby care and infant feeding.

Eight new sales representatives have recently been appointed to the

nutritional division and a new sales region created to strengthen and improve the division's service to hospitals, clinics and pharmacies. A £90,000 campaign is being run in the professional Press.

Milupa now claim that Milumil is number two brand in independents on a volume sales basis. The company continues to support its range of infant foods and Milumil by sampling and by increased advertising in 1981. Advertisements will appear in the consumer mother and baby Press, baby books and the medical recommender journals.

Addresses

Cow & Gate Ltd, Cow & Gate House, Trowbridge, Wilts BA14 8HZ.
Farley Health Products Ltd, Torr Lane, Plymouth PL3 5UA.
H. J. Heinz Co Ltd, Hayes Park, Hayes, Middlesex.
Milupa Ltd, Western House, Hercies Road, Hillingdon, Middlesex.
Robinsons Baby Foods, Reckitt & Colman Products Ltd, Dansom Lane, Hull HU8 8DD.
Optrex Ltd, City Wall House, Basing View, Basingstoke, Hants
Wyeth Laboratories, Taplow, Maidenhead, Berks. ■

European trends

During the 1980s babyfoods are expected to perform well in all EEC countries except Germany—a market which peaked some years ago—where a 6 per cent growth rate is forecast.

According to a recent Frost & Sullivan report (E376), babyfoods are likely to grow 24 per cent from \$1.03 billion to \$1.27 billion at constant 1979 dollars, during the decade. However, a decline of 4 per cent is projected for breast milk substitutes as the increasing incidence of breast feeding will offset any growth the market might have expected from rising birth rates.

Cereals and rusks are forecast to lose 12 per cent as mothers find it more convenient to switch to junior foods, the report continues. Strained and junior items are expected to account for all the growth in babyfoods, with a 51 per cent increase forecast, evolving mainly from the conversion of occasional users into regular users. *Frost & Sullivan Ltd, 104 Marylebone Lane, London W1M 5FU. ■*

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Spot the difference

Heinz have launched a range of dried babyfood. But it's dried babyfood with a difference.

Heinz First Weaning Food is made to the same exacting standards as the rest of the Heinz range, but is designed specifically to introduce young babies to solid food. There are 18 varieties, 9 savoury and 9 dessert, specially prepared to suit the delicate palate of a young baby starting out on mixed feeding, and ensuring he gets all the natural goodness of Heinz.

Each variety comes in a handy, resealable tub so that mum can use as much as she needs for each feed, and be sure that the next feed will be as fresh and as tasty as the last.

Like every good idea, news of Heinz First Weaning Food is going to travel fast. Heinz are Britain's biggest advertisers in the babyfood market, with year-round national television and press support, and are mounting a nationwide launch campaign in Women's and Mothercraft magazines, specifically announcing all the benefits a dried

nice. Heinz babyfood has to offer. On top of that a million sample sachets will be given away.

Heinz First Weaning Food is going to make all the difference to mums with young babies, and we think it'll make all the difference to your sales too.

Heinz
A real meal for a baby.



DISPOSABLES

'Staggering' increase in sales last year

It has been estimated that, in the first year of life, a baby will have his nappy changed over 2,000 times. Currently 15-16 per cent of these changes are accounted for by disposables, a figure that was nearer 13 per cent at the beginning of 1980.

Last year sales of disposable nappies increased a staggering 50 per cent over 1979, according to Robinsons of Chesterfield.

At the beginning of 1980 the market stood at £23m and had climbed to £34½m by the end of the year. Based on this rate of growth, the market should be worth £51m by the end of 1981 in terms of value consumer sales, a figure it was previously thought would not be reached until 1984.

EEC prospects

A recent Frost & Sullivan report on the outlook for baby products in the EEC predicts that sales of disposables will expand by 44 per cent from \$641.3 million to \$923.2 million during the 1980s. Some 60 per cent of that growth is expected to take place in the UK as it catches up with usership in the rest of Europe.

The report adds that in Western Europe all-in-ones are outselling inserts by two to one and forecasts that liners, pants, fabric nappies and nappy sterilants will decline to one half or one third of 1980 volume by the end of the decade.

Robinsons believe a large slice of the UK market growth can be attributed to new Paddi Cosifits and its imaginative advertising. Within five months of being launched in the London television area last spring, the rate of growth through chemists in the area doubled that of those outside the area, capturing a fifth of the market. Grocers also increased their market share at a greater rate in London than elsewhere.

Peaudouce agree that the long-awaited increase in disposables usership has arrived. Penetration is 100 per cent in Scandinavia, 80 per cent in Germany and

85 per cent in France, where Peaudouce Babyslips originated and are now brand leader.

While in the UK the percentage of nappy changes using disposables is much lower, Peaudouce say that a recent survey showed just over half (52 per cent) of mothers with 0-2 year old babies had bought disposables in the previous three months compared with 32 per cent a year ago. All-in-ones now represent 50 per cent of sales by volume.

The company adds that while demand is still largely met by chemists and drug stores, source of purchase information shows some return to the grocery sector as a result of increases in distribution of the all-in-ones.

Spending on Babyslips

Spending on Babyslips will reach £1.5m this year with advertising on national television until April 20 and campaigns in consumer magazines and professional journals. Consumer promotions and sampling will take place throughout the year and the company expects significant results from the recent appointment of Sterling Health chemist sales force as distributors.

Robinsons are running a £2m consumer drive for Paddi Cosifits, which includes a national television campaign running to December and a Press campaign in baby annuals and mother and baby publications. A mailing and sampling programme, with a £0.35 coupon distribution on Cosifits, will operate throughout the year, aimed at mothers with new babies and mothers-to-be, and encompassing medical publications, health visitors, health centres and baby clinics. Robinsons' disposable nappy information service will continue its educational role.

Paddi Pads and Babettes will also be promoted in the mother and baby Press and baby annuals; flashed pack offers and in-store promotions will also be introduced from time to time.

Modo's research shows that although much of the growth in disposable nappies has been in all-in-ones there is a strong loyalty to the two-piece system.

The company is running a consumer promotion in association with the Anglia Building Society. On-pack stickers offer users of Tufty Tails £1 free when they open an Anglia junior savers' account.

A large part of Modo's sales and marketing efforts in 1981 will be directed at chemists' outlets. Through the newly-formed Sangers Agencies, the company aims to increase distribution to independent chemists which currently account for nearly 60 per cent of chemist disposable nappy sales.

Potential

Colgate-Palmolive say that sales of Curity Snugglers increased last year by 50 per cent, so that the brand now enjoys a 53 per cent value share and a 36 per cent volume share in chemists. In 1981, consumer and trade promotions will be backed by advertising, sampling and couponing.

The company estimates that a mother who chooses to use only disposables for her baby can expect to spend between £300 and £400 a year on the products. With 752,000 live births in the UK every year and each baby needing nappies for at least two years the potential for this market is enormous.

Addresses

Colgate-Palmolive Ltd, 76 Oxford Street, London W1A 1EN.

Lilia-White Ltd, Alum Rock Road, Birmingham B8 3DZ.

Lewis Woolf Griptight Ltd, 144 Oakfield Road, Selly Oak, Birmingham 29.

Modo Consumer Products Ltd, Modo House, Chichester Street, Chester.

Peaudouce UK Ltd, 827 High Road, North Finchley, London N12 8PR. (Distributors.) Sterling-Health, St Marks Hill, Surbiton, Surrey KT6 4PH. Robinsons of Chesterfield, Wheat Bridge Mills, Chesterfield. ■

PRODUCT REVIEW

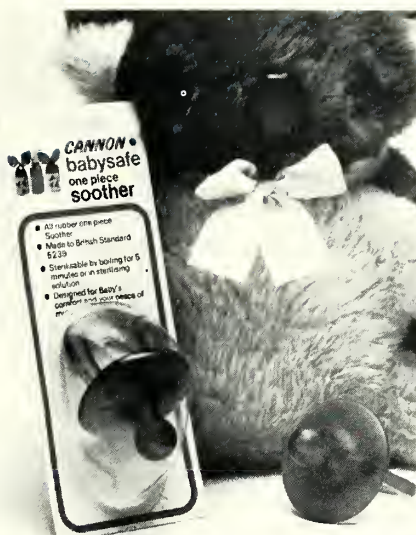
Cannon plan more launches

Cannon Babysafe enter 1981 with a programme of new product launches—at least three are planned for the year—and promotions.

Shortly to be announced is a food grinder (£3.99) for babies' first solid feeds. The grinder is said to be simple to use, easy to clean, portable and can be operated at the dining table.

A programme of value added promotions is planned to include the "extra free teat" flash pack feeding bottle, the five for four teat pack, and free sachets of sterilising granules included with the 4oz bottle. The activities will be supported by advertising throughout 1981 with some new point of sale material available in March/April.

Cannon's all rubber, one piece soother, made to British Standard 5239, has been reduced in price to a recommended £0.49. Cannon Rubber Ltd, Ashley Road, London N17 9LH. ■



Bonjela in the Press

Bonjela's £100,000 advertising campaign, starting in March in women's magazines and the mother and baby Press, is the

product's first campaign directed towards consumers. The advertisements will concentrate on the treatment of mouth ulcers and teething troubles. The pack has been redesigned and a 48-piece counter merchandising unit introduced. Reckitt & Colman estimate that the oral lesion preparations market is worth over £3m at MSP.

Reckitt & Colman pharmaceutical division, Dansom Lane, Hull. ■

Two introductions from Baba

Recent introductions from Baba Marketing are a baby food trainer (£2.40) and Sit-n-sip (£0.85). The trainer holds 4oz and is designed to help babies adjust to strained foods and cereals before spoon-feeding. Sit-n-sip acts like a drinking straw to allow a baby to hold a feeding bottle himself. Also available is a medicine feeding spoon. Baba Marketing, 571 Green Lanes, Haringey, London N8. ■

Look! Benjy old chum, you just can't beat my **PANDA Baby Pants** for Low Prices, High Value, and Fast Sales!!

Yes, I agree they are **very good!** And so is the rest of your range — **Snap-on, Gingham, Frilly and Trainer Pants.** Not forgetting **Terry/P.V.C Bibs, Feeders, Aprons and Coveralls.** — But just wait till you see my new **BENJY** range which is coming out later this year!!

Send for details to DUNBEE LTD., Riverdene Industrial Estate, Molesey Road, Hersham, Walton-on-Thames, Surrey KT12 4RL

Nipple cream added to Maws range

MAWA's Nipple Cream
 For fast-acting propensity to white cream feeding
 40 ml

The company estimates that the

Johnson's BABY GIFT BOX
with BATH TIME TIDY TRAY

Johnson's baby wipes
Johnson's baby lotion
Johnson's baby powder
Johnson's baby oil
Johnson's baby cream
Johnson's baby bath
Johnson's baby wipes
Johnson's cotton buds

Johnson's Baby dry
One Way liners

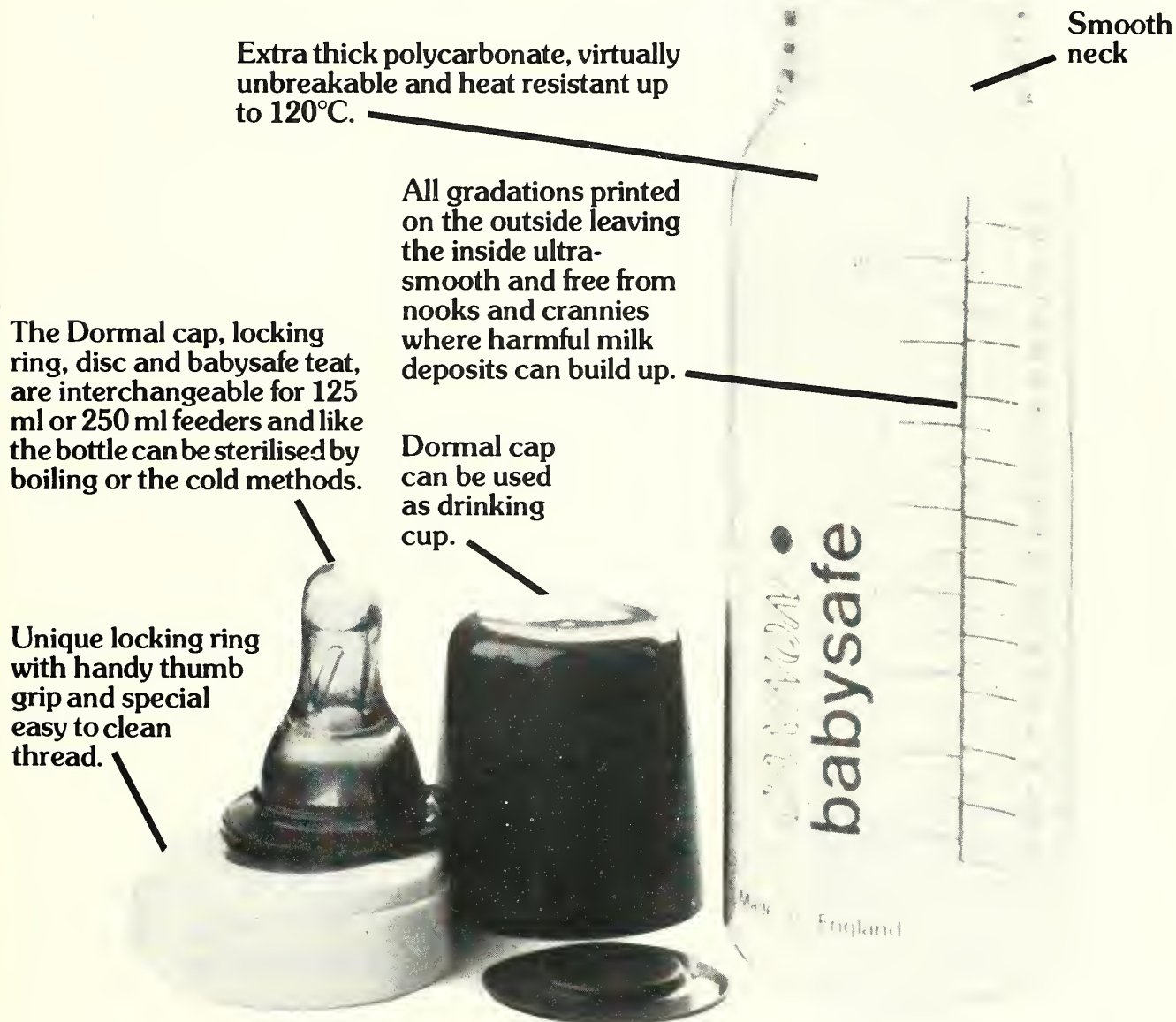
Help keep baby dry - help prevent nappy rash

There's a lot to be said for the Cannon 'babysafe' feeder.

Have you seen the Cannon 'babysafe' feeder? It's by far the most superior feeding bottle on the market today, the most hygienic too.

Just look at the ultra smooth inside neck, it makes sure that harmful milk deposits cannot build up – probably the most important of its many special features.

Now let's take a closer look at what the Cannon 'baby-safe' feeding bottle has to offer today's mother and baby.



CANNON ● **babysafe**
We take more care

Cannon Rubber Ltd., Ashley Road, Tottenham, London N17 9LH Tel: 01-808 6261

New distribution arrangements, Cannon **babysafe** has embarked upon a policy of direct distribution selling exclusively to you, the chemist trade*. Should you have an immediate requirement don't hesitate to call us—direct.

*This does not apply to Northern Ireland where distribution remains with J. Dougherty & Sons, Comer House, Bellaghy, County Londonderry, N. Ireland, Tel. Bellaghy 211

PRODUCT REVIEW

Ventilated soother from Griptight...

In April, Lewis Woolf Griptight are introducing the Binky special, a top selling soother in the USA, with an extra large ventilated shield for safety. The new soother meets BS 5239, American and European safety standards and carries the Kitemark for quality assurance.

Like the Nursery Flexi-ring safety soother, the Binky special has a "miracle hinge" handle that is claimed to withstand at least 50,000 flexes without breaking. With antistatic matt finish and assorted colours, the soother is one of several new baby care products that Griptight are launching in 1981. *Lewis Woolf Griptight Ltd, 144 Oakfield Road, Selly Oak, Birmingham B29 7EE.* ■

...and from Freeman

William Freeman and Co Ltd, have introduced a new ventilated comforter, the shield of which has a series of holes to let air through. The holes help the baby to breathe through the mouth if the nostrils are restricted by a cold, and helps to lessen the "grunting" or "snorting" sometimes experienced in the use of soothers. The Suba-seal ventilated comforter is available in three different packs—a polythene sachet (£0.22½), sealed bubble pack or bubble/card display pack (£0.26). *William Freeman & Co Ltd, Staincross, Barnsley, S. Yorks.* ■



Pickles to launch SCR shampoo

J. Pickles & Sons, makers of SCR for cradlecap and Snufflebabe vapour rub, are introducing a new line in March. SCR mild and gentle baby shampoo (55ml, £0.45) has been formulated as a concentrated gel for babies, young children and adults needing an extra gentle shampoo. It should be used after and between treatment with SCR for cradlecap. There will be an introductory bonus to the trade.

SCR and Snufflebabe will continue to be advertised in *Mother, Parents* and *Mother and Baby*. *J. Pickles & Sons, Church Lane, Knaresborough, N. Yorks HG5 9AS.* ■

In the Bounty bag

Bounty Services Ltd expect to distribute their Bounty bags to approximately 85 per cent of all new mothers during 1981. 625,000 mothers will receive a free bag with over £3 worth of samples and money-off vouchers, plus literature and the "Bounty baby book."

New items this year come from H. J. Heinz who were Bounty's first customers when the service started 21 years ago and from the end of the month are giving away samples of their gluten-free weaning food. A sample sachet, containing either the bone and beef broth with vegetables, or egg custard and rice variety, will be included in each bag.

Johnson & Johnson, also long established clients of the Bounty service, are extending their sampling

of baby powder by a further 300,000 free packs this year. Colgate-Palmolive are adding a tube of Colgate dental cream in 300,000 multipara Bounty bags, together with a 10p off coupon and leaflet, thereby reaching 85 per cent of new mothers with older children at home.

Other items currently included in the bags are: five Curity Snugglers (plus 20p voucher), full-size dispenser Wet Ones for baby, sachet Johnson's baby bath, small pack Johnson's baby powder, five Johnson's one-way liners, sachet Johnson's baby lotion, sample tube Savlon baby cream, small sample Delrosa orange, Liga rusk (plus 10p voucher), Heinz 7p voucher, small tube Colgate dental cream and money-off coupon (only to mothers with older children), six Simpla sterilising tablets, plus literature from Dentinox. Mothers with older children also receive a "Toddler's progress" book.

The mother-to-be sampling service includes Curity Snugglers, Robinsons' nursing breast pads, Maws Supple ante-natal cream, Sudocrem, Milupa baby food plus money-off coupons for Johnson's baby powder and Snugglers. *Bounty Services Ltd, Diss, Norfolk.* ■

March promotion for Cumficcuff pants

Jackel are planning a promotion in March for Cumficcuff baby pants, involving a merchandising unit and reduced price offer.

Believing that consumers are now more consciously seeking bargain offers, the company is running a price reduction promotion on 14 products in the Tommee Tippee range, offering an average 25 per cent reduction in RSP.

"There has been very little hard promotion in the baby accessories market so far," says Tim Straker, baby care marketing manager. "But while mothers previously bought these products largely on impulse, price is becoming more important and we feel there is a need to help these products through the stores rather than rely on impulse purchase."

The range is being repackaged and manufactured in stronger, brighter colours. Advertising concentrates on the pre-Christmas period in mother and baby publications. Some 75-80 per cent of sales go through chemists. *Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland HE24 4RG.* ■

PRODUCT REVIEW

ICML boost for Nusoft

Total sales of Nusoft baby products were worth over £1m at RSP last year, an increase of 33 per cent over 1979.

Promotional activity will be increased by 20 per cent this coming fiscal year, bring total spending to £60,000 including manufacturers' contributions. Main periods of activity will be in May, July, September and January 1982, with supplementary programmes in December and March 1982. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts.* ■

Rapid growth in cotton wool market

Smith & Nephew say latest research on the cotton wool market has shown that while total sales reached a record level last year and will hit a total value of over £18 million at retail prices in 1981, customers have shown signs of economising and have turned to rolls and pleats as the best value. However the company predicts that new product development will play an increasingly important role in expanding sales through chemists in 1981.

Over the past 12 months the share of total sales taken by cotton wool rolls has increased to 53 per cent. The pleated sector has remained steady with a 20 per cent share and cotton wool puffs account for 27 per cent. The Tender Touch share of these product sectors and of the total market has expanded by 2 per cent in 1980



giving the brand over 20 per cent of all cotton wool sales, say Smith & Nephew. They expect to continue expansion of these sales in 1981 through their new approach to make cotton wool or "cleansing wool" a more widely used product, identified as an essential part of the beauty/skin care market as well as baby care. They intend to do this by product diversification with particular uses in each area. *Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts.* ■

Many additions from Sellaway

Sellaway are expanding their Softkins range to cover the whole spectrum of baby needs, excluding foods. New products to be launched this spring include baby wipes, pants, soap, a sponge, face-cloth, petroleum jelly, bath liquid and a new range of rattles and teethingers. Introductory bonuses will be offered on all new products.

The company will continue its policy of "gearing everything to quality and price, with no advertising to push the costs up. Extensive

research is carried out before any new Softkins products is launched to ensure the retail price will be lower than any other branded product on the shelf." *Sellaway Ltd, 23 Union Road, Croydon, Surrey. Distributors to independents Sheringlea Ltd, 260a Lincoln Road, Millfield, Peterborough.* ■

'Future looks bright'

Despite the recession, LRC Products believe the future looks bright for their Marigold brand of baby pants and Woodward's baby care products because of the increasing birthrate.

Baby pant sales are now worth £15.4m at rsp, with 30 per cent going through chemists. Snap-on pants account for 25 per cent of the total baby pant market, while pull-ons take 70 per cent of sales reflecting the benefit of their lower unit price and a wider consumer market, being suitable for babies over one year. The Marigold threesome pack contains three pairs of large or extra large pull-on pants cut generously to accommodate towelling nappies. LRC recommend that retailers stock twice as many packs of Marigold threesomes as Snappies to meet demand. *LRC Products Ltd, Sanitas House, Stockwell Green, London SW9 9JJ.* ■

Redesigned pack

Merrell and Pardoe Ltd are redesigning their baby powder pack. They report substantial sales increases in disposable nappies, nappy liners and cotton buds, with an excellent response to the recently introduced safety soother. *Merrell & Pardoe Ltd, Kelvin Way, West Bromwich, West Midlands.* ■

CHEMIST WHOLESALE

required to distribute a wide range of American baby products.

Sole agencies for each regional area. Excellent terms.

Write to: **Baba Marketing,**
571, Green Lanes,
London, N8
Tel: 01-340 5128



Baby Feeding Products

Made in England

WILLIAM FREEMAN & CO. LTD

Suba Seal Works, Staincross, Barnsley, Yorkshire, England.
Tel. 0226 84081. Telex 547186.

PRODUCT REVIEW

'Significant' effect of moist wipes

Support for Wet Ones for baby will continue this year with the "Tops for bottoms" advertising campaign in the women's national Press, consumer promotions and sampling through Bounty bags. The first of the 1981 consumer promotions is the "20 per cent free offer" available until March and there will be "value-for-money" promotions throughout the year aimed at inducing consumer trial.

Sterling Health claim that the introduction of moist baby wipes has had the most significant effect on the baby care market since the advent of disposable nappies. Wet Ones for baby are "fast becoming part of the everyday nappy change routine" and are claimed to be worth over £1.2m. They should be placed near to disposable nappies to obtain maximum sales, the company suggests. Point of sale material consisting of shelf strips and dump bins are available.

Syrups market

The baby syrups and juices market is estimated at £8 million at RSP. With the current rise in the birthrate, Sterling Health expect the trend of market volume growth to continue.

Delrosa baby syrups experienced a "remarkable" volume growth during 1980, they say, resulting in a brand share of 56 per cent. Over 70 per cent of sales are through pharmacies.

The brand is expected to continue its strong growth with the support of increased advertising and promotional activity during 1981. Over the year, an estimated 625,000 new mothers will receive a product sample and full-page colour advertisements will appear in six leading baby annuals. The advertising is also being extended to include a three month magazine campaign in *Mother, Mother & Baby* and *Parents*, commencing in April. The "baby savers club" promotion will run until the late summer and display material is available from Sterling Health representatives. *Sterling Health, Surbiton, Surrey KT6 4PH.* ■



Floor stand for Trimster items

Trimster are introducing a new free-standing, fully rotating floor stand, which carries almost all the range. It has 35 facings and an optional extra is a basket to increase the height from 5ft 1in to about 6ft. This basket carries four Trimster display boxes and can be used for miscellaneous items such as terry towelling nappy squares, gift packs, cuddle robes or their standard coloured baby pants. The stand needs an area of about 3 ft to swivel freely, and is supplied free to customers ordering £350 worth of merchandise.

For customers who want to carry some of the range but spend less on their initial order, the single sided floor stand, which is about 30in wide, 5ft 6in high and about 14in deep, is still available and is supplied free with orders of about £150 worth.

The broderie tabard has been re-designed with a frilly edge and is now available in half dozen packs in conjunction with the gingham style tabard of similar shape and design (£1.69). Trimster are now individually wrapping this product and supplying it on a baby-sized hanger for good visual display.

The honey colour which was introduced to the luxury stretch suit range is also being fully promoted during 1981. Trimster have been concerned about the availability of

badly designed stretch suits on the market and welcome recent publicity highlighting chiropodists' criticisms of the risks to babies' feet. All Trimster stretch suits have been designed using measurements supplied by the British Standards Institution and are made with specially tailored feet. This point is being brought out in advertising which is appearing in March issues of *Mother and Mother & Baby*. *Trimster Co Ltd, Portland Road, Dorking, Surrey RH4 1EW.* ■

More advertising of Bickiepegs

Bickiepegs Ltd say that sales of Bickiepegs teething biscuits have increased by 41 per cent over the past two years and the new two-handled Doidy cup is annually selling at over twice the rate of previous years.

The company attributes some of this success to advertising and is increasing the frequency of advertisements in *Parents, Mother, Mother and Baby, Maternity and Mothercraft*. Bickiepegs are a chemists only line. *Bickiepegs Ltd, 43 Jopp's Lane, John Street, Aberdeen AB1 1BX.* ■

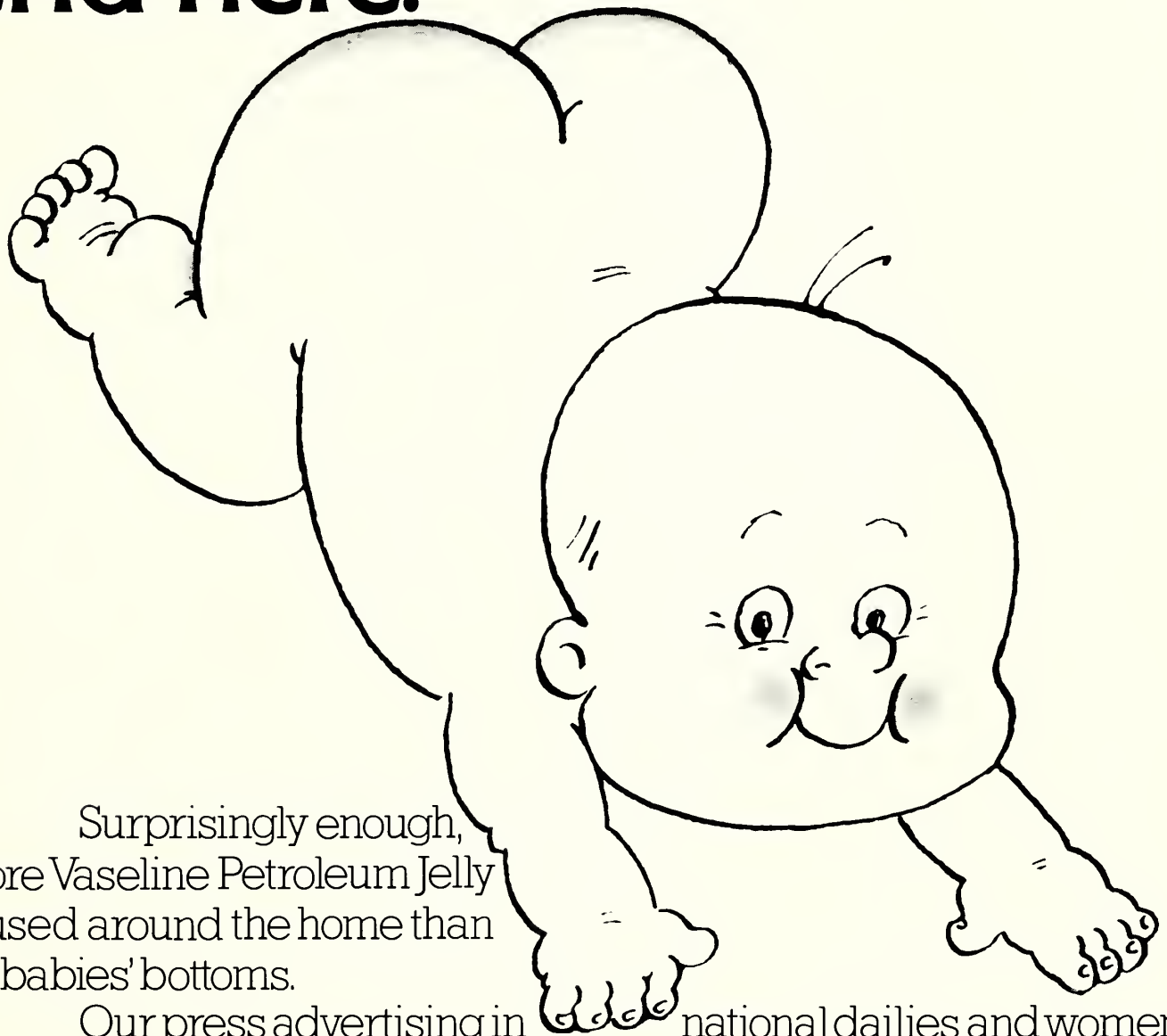
Cribsoft toys from Dantoll

Dantoll Ltd are introducing what they describe as a "whole new concept" in crib toys to their Chicco range. The Cribsoft gym (£3.99) has an inflatable cylinder that is attached across the cot and has two handles the baby can use to hold itself up on. There are teddy bears that dance, rattling bells and an inflatable tube that squeaks when squeezed.

The Cribsoft playground (£5.95) is an activity centre with games such as "find the animals" and "dial-a-phone". The Cribsoft bumper (£3.99), an inflatable transparent bumper with mobiles inside, is designed to stop the baby from hurting itself if it bangs its head on the side of the cot.

As an incentive to pharmacists to order now, Dantoll are holding prices at January 1980 levels until April. *Dantoll Ltd, 15 Leathermarket, London SE1 3EZ. Distributors Devoncare Ltd, 99 Robin Hood Lane, Hall Green, Birmingham.* ■

The market for Vaseline Petroleum Jelly doesn't end here.



Surprisingly enough, more Vaseline Petroleum Jelly is used around the home than on babies' bottoms.

Our press advertising in national dailies and women's mags will remind both men and women just how versatile Vaseline Petroleum Jelly can be.

So we think it would be a good idea to spread Vaseline Petroleum Jelly around different sections of your store.

It's quite clear from the multi-million sales that a lot of grown-ups are crying out for it.



Vaseline TRADE MARK®
PURE PETROLEUM JELLY

VASELINE is a registered trade mark of Chesebrough-Pond's Ltd

Not just for babies' bottoms.



Why you should go for a slim waistline.

This is the shape of feeding bottle sales. The highly identifiable shape of a Freflo polycarbonate bottle.

This year we're promoting bottles in a bigger way than ever before with colour pages, in all the mother and baby magazines.

The shape focuses attention on the many important features that set Freflo apart.

Like the rimless neck that's more hygienic and easier to clean. The polycarbonate surface that's fully boilable and virtually unbreakable. And the choice of teats which develops through all stages of feeding.

Make sure your customers are able to get hold of Freflo, the feeder with the slim waistline, by ordering your supplies early.

NURSERY

by Griptight

Little things mean a lot.





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CLOSURES
NOW
AVAILABLE
EX STOCK

TABLETS
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A complete range of glass containers for pharmaceutical packaging. For liquids, ointments, powders or tablets – in amber or white flint. Pack or dispense in the right glass. Contact your wholesaler or write to:
Beatson, Clark & Co. Ltd. 23 Moorgate Road, Rotherham,
South Yorkshire S60 2AA. Telephone: Rotherham (0709) 79141.
Telex: 54329

Script analyses to test three hypotheses

prescribers. The study also showed who were the 100 relatively late prescribers of the same drug. Each of these individual prescribers, early and late, was sent the same questionnaire which was aimed at elucidating the way information sources were used.

A second prescription analysis was carried out on the UK NHS Prescription Pricing Authority PD2 sample. PD2 is the name given to the analysis of a general medical practitioner's NHS prescriptions, dispensed in one month of each year and separately analysed to provide the Health Service as well as the doctor with prescribing and audit information. Each of the 600,000 forms was placed into specified therapeutic classes corresponding to a previous study.

All new preparations (defined as those recently introduced products which had an inverted triangle against their entry in the edition of MIMS corresponding to the sample month under study and for which any suspected adverse reactions should especially be reported to the Committee on Safety of Medicines) were also removed from the bundles of prescriptions. The total number of prescriptions issued in each therapeutic class by each doctor was noted, as was the total number of different preparations in each class. Finally the number of new preparations issued by each doctor in the sample month was counted and added to the file.

Discussion

The data base from this prescription analysis was used to test three hypotheses.

1. An early prescriber in one therapeutic class of drugs will also be an early prescriber in other unrelated therapeutic classes.

Five new drug products were studied and the early prescribers for each were ascertained. Only one prescriber had prescribed all drugs studied in the first few months after the drugs launch which suggests that this hypothesis should be rejected.

2. A high prescriber in one therapeutic class will be an early prescriber in that class.

Each prescriber was categorised as being a "low" "medium" or "high" prescriber in each therapeutic class depending upon the number of prescriptions issued in that class. Using the Statistical Package for the

Social Sciences 1 cross-tabulations of this, categorisation against early or late prescribers were carried out for each of the five drugs studied.

In each case, the high-prescribers were more often the early-prescribers. The fact that a doctor writes a large number of prescriptions in a particular therapeutic class can mean that he sees more than the average number of patients whom he defines as needing treatment by prescribing a preparation in that class. This gives him a greater opportunity of trying out new preparations in that class.

3. The number of different preparations prescribed in a particular therapeutic class is related to innovativeness.

Innovativeness in this context refers to early prescribing. The number of different preparations prescribed in each therapeutic class was found and cross-tabulated with the early and late prescribers as previously described. The range of different preparations was categorised into three groups—low, medium and high—and the chi-square value for each drug was calculated. In all but one case, there was a high chi-square value which indicates that a prescriber of a large number of different preparations in a therapeutic class is likely to be an early prescriber in that therapeutic class.

A prescribing model

All variables considered throughout this and the previous related studies (5) were correlated with the time to prescribe a new drug. Only one drug was selected and a multiple regression (equivalent to discriminant analysis) was carried out. Using all the variables

only ten per cent of the variation was accounted for.

The doctor's list size was the most important factor, the larger the list size, the greater the probability of the doctor being an early prescriber. The number of new drugs prescribed in the sample month was the second most important variable. As the number of new drugs prescribed increased, so the probability of prescribing the new drug "early" increased.

The "year's qualified" variable and the number of partners were the only other variables which helped to explain the variation in the time to prescribe the new drug. The fewer the number of years qualified, the greater the probability of the new drug being prescribed early. Those doctors who practised on their own were more likely to be early prescribers than "joint practice" doctors.

Conclusion

Variables were selected which characterised doctors with the aim of relating characteristics to the time a doctor takes to prescribe a new drug. It was shown that information sources were preferred by particular types of doctors and it should be possible to modify detailing to take this into account. Using all the variables described only 10 per cent of prescribing variation was accounted for and other more descriptive variables which would cover, for example, doctor personality, should be considered.

1. Nie N., Bent D. H. & Hull C. H. (1970) "Statistical Package for the Social Sciences." McGraw-Hill Book Co, New York.

2. Paoli J. M. (1970) "Advertising Promotion and Medical Detailing." See Report-Esomar (1970) pp155-161.

3. Report-Esomar (1970) "Seminar on the marketing of pharmaceutical products." Edinburgh, April 26-29.

4. Rogers E. M. (1971) "Communication of innovation." Free Press, New York.

5. Strickland-Hodge B. (1979) "The Impact of drug information on the prescribing of drugs." Thesis—PhD, University of Aston in Birmingham. B. Strickland-Hodge would like to thank Dr T. J. Bradley, regional pharmaceutical officer, West Midlands RHA and Mr M. Luck, senior lecturer, operational research, University of Aston, for supervision and support. Also the University of Aston for facilities and the Pharmaceutical Society of Great Britain for financial support. ■

Fewer students prefer pharmacy

The number of candidates applying to UK universities to study pharmacy as their preferred subject decreased by 141 in October 1980.

According to the Universities Central Council on Admissions report 1979-80, there were 2,785 applicants compared with the record number of 2,926 the previous year. And a further statement from UCCA (*C&D*, January 31, p180) has suggested that university applications to study pharmacy this October have

substantially decreased compared with last year.

The total number of all first-year full-time students admitted to study pharmacy at UK universities—whether or not through UCCA—was 856 in October 1980, a number coinciding with the largest previous total in 1975. Fifty-three were from overseas. Of the home students, there were nearly twice as many women (514) as men (289). The total admitted in October 1979 was 843. ■

POINTS OF LAW

Industrial tribunals

Up till now, any employer taken before an Industrial Tribunal has known that even if he wins the case, he is unlikely to recover costs.

He may have lost a day's work attending the Tribunal, have employed a solicitor and been obliged to take along employees as witnesses. However, unless the employee—or rather ex-employee—making the claim acted in a "vexatious or frivolous way" (eg not turning up to a hearing without reasonable excuse or unnecessarily prolonging the proceedings) no costs were given to the winning side.

The position has now changed in respect of any claims made for unfair dismissal after October 1, 1980. First, the Tribunal is now entitled to warn either of the parties not only that they are acting "vexatiously or frivolously" but also that in carrying forward a case, they are acting "unreasonably". If the party so warned still persists and loses the case then the winning party can be awarded costs.

There is also a further provision that safeguards an employer against a claim that has been put in on a worthless basis. Once he receives the details of a claim he can, before officially putting in an appearance before the Tribunal, ask for further details and particulars of the employee's claim so that he will know about every allegation with which he has to deal.

If a claim is made by an ex-employee the employer will now be given details of the arrangements and be told how to proceed.

Husband and wife

Employers, in the light of current law, must tread very warily when it comes to the treatment of husband and wife employees. Long gone are the days when a woman had to give up her job on marriage but there are still firms who say it is their policy not to have husband and wife working for the business at the same time.

In one case a manager married a secretary (not his own) and the wife was asked to go on the grounds that it was against company policy. She received considerable compensation from an Industrial Tribunal on the grounds of discrimination. Even if

the wife had been the husband's secretary and the company could show that this created a difficult situation, the very least that could have been done was for a transfer to take place within the firm.

There is an exception to the above rule, however, when husband and wife are working for different firms which are business rivals and where the transfer of business secrets of confidential matters between husband and wife could be easily involved.

Here, a firm did dismiss one of the spouses and it was held recently by

the courts that this was neither discrimination nor unfair dismissal. The dismissal was, in the terms of the Employment Protection legislation, "for other substantial reasons".

However, adequate warnings should be given and reasonable opportunities given for the spouse concerned to find other employment. If this is not done then because correct procedures have not been followed, the dismissal would nevertheless be deemed to be unfair and compensation payable.

Continued on p355

Metatone^{*} Tonic

-part of the family



PARKE-DAVIS

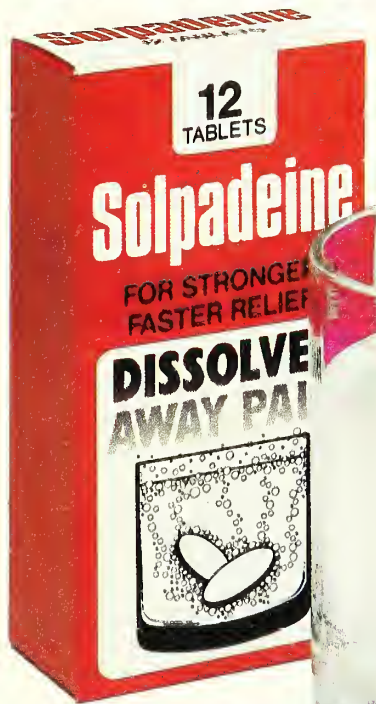
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good products for you and your customers

Active Ingredients: Vitamin B, Ph Eur, Calcium glycerophosphate, Potassium glycerophosphate, Sodium glycerophosphate, Manganese glycerophosphate
Parke-Davis & Co., Usk Road, Pontypool, Gwent NP4 0YH.

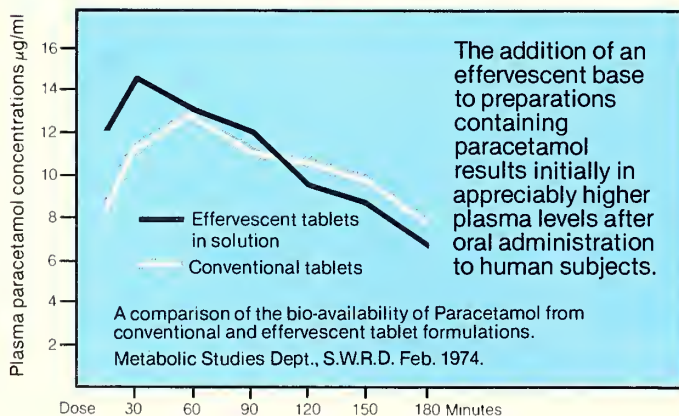
Further information and data sheet available on request *Trade mark R81056

Solpadeine— your WinPharm 'counter prescription' to dissolve away pain —fast



When customers seek advice on the choice of analgesics, Solpadeine fully justifies your professional recommendation. Solpadeine combines the analgesic action of paracetamol and codeine with caffeine in an effervescent base to ensure prompt and effective relief from rheumatic aches and pains, strains, sprains, headaches and the debilitating symptoms of colds and 'flu.

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Solpadeine—the right commercial profile

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EACH Solpadeine Tablet contains Paracetamol Ph.Eur. 500mg, Codeine Phosphate Ph.Eur. 8mg, and Caffeine Ph.Eur. 30mg in an effervescent base containing Sorbitol. "Solpadeine" is a registered trade mark. Full information is available from WinPharm, Sterling-Winthrop House, Surbiton-upon-Thames, Surrey KT6 4PH.

Points of law

Continued from p353

Under-insurance

Insurance companies continue to give warnings about the large number of businesses that are under-insured. This state of affairs can give rise to considerable difficulties should some kind of disaster strike.

There are two matters to watch. First, is the full amount of the possible risk covered and, second, is there cover against a rapid rate of inflation. If, for example, business premises are insured for £30,000 and they are worth £40,000, then in the event of their destruction by fire you will obviously receive £10,000 less than their value. Further, if there is only a partial loss of say £12,000, you will only receive compensation to the extent of three-quarters of this amount under an insurance rule known as "averaging".

There is also the point that you should arrange with your company to index link the value of your premises and other items you insure so that automatically the cover is raised periodically. This will mean an ever-increasing premium but at the same time you will know without further action on your part that full cover has been given to you.

The older employee

With the age of retirement so fluid these days, there are specific points worth noting about the older employee, and questions have arisen as to the rights of these employees to unfair dismissal compensation and redundancy payments.

The law is clear on this point. As far as women are concerned there is no right to a redundancy payment or unfair dismissal compensation once the woman employee has reached the age of 60. In the case of a man there is no entitlement if dismissal takes place after the man has reached the age of 65. This is irrespective of the length of service of the individual concerned.

From the age of 59 in the case of a woman and 64 in the case of a man there is also a scaling down of payments where for example a redundancy payment is made. For every month above the age of 59 in the case of a woman and 65 in the case of a man, the payment is reduced by one twelfth.

A careful calculation should be made and the Department of

Employment consulted in doubtful cases. The reason for this is that firms are entitled to a rebate of 41 per cent of the amount paid out in redundancy pay. If a wrong amount has been given or if a payment has been made to someone over the age as stated above, then the rebate will be given on the basis of what should have been paid and, of course, where no payment ought to have been made to the employee then there will be no rebate to come.

Late delivery

If you stipulate that you require the goods by, say, the end of the week and the firm concerned is late in delivering, can you recover compensation or even cancel your order?

The law, in determining this, says that you only have an action available to you if time is said to be "the essence of the contract". A clear cut case is where you point out at the

time of ordering that it is essential to the bargain that the goods be delivered by a certain time. For example, if you make it clear that you require goods for the Christmas trade or that you need supplies to tie up with other deliveries to enable a builder to do work on your premises, then if the goods or supplies are not delivered on time you can either cancel the order and claim compensation for the actual loss to yourself or both.

However, if there is in conversation a mere casual statement that it is hoped that goods will be delivered in a certain time span then it is doubtful whether a week or two of delay will give you any right to either compensation or cancellation of the contract you have made.

It is therefore extremely important that where you do require something within a certain time limit you should make it clear that your order depends on the goods being delivered at a promised time. Preferably do this in writing otherwise you may find that you have no redress at law for a late delivery. ■

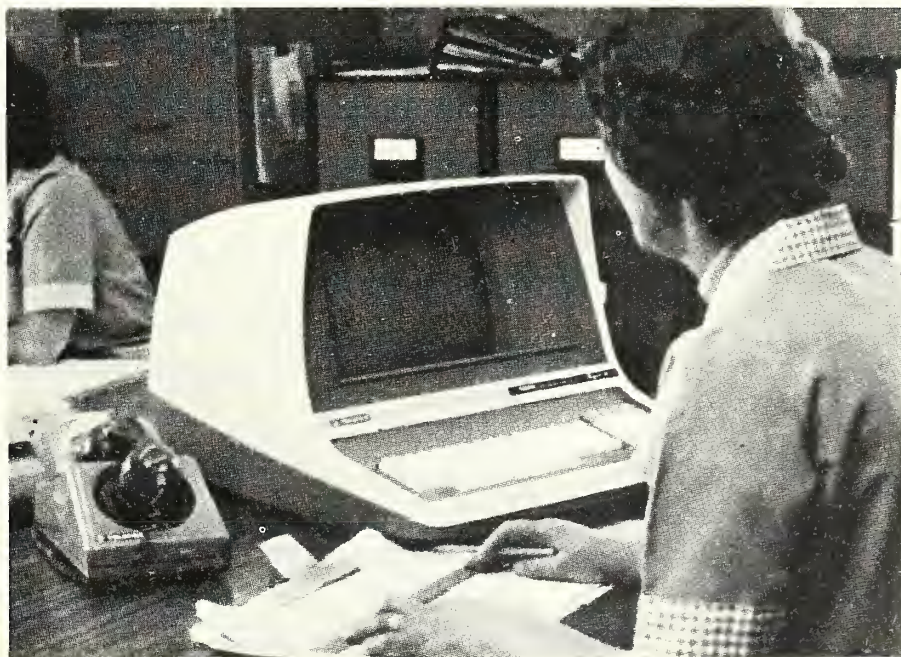
Independent grocers get computer link

Probably one of the most significant reports concerning UK private grocers and their future that has appeared in the last 10 years—that is *The Grocer's* comment on the story of a new VDU computer link between wholesaler and retailer.

The system, TELSPAR, is being launched next month by Spar franchise-holders James Hall & Co (Southport) Ltd, and less than £8 a week will cover VDU rental, telephone-

linking mechanism, all the computer time required, plus service back-up. It is not, however, a point-of-sale system.

Features include priced labels printed by computer (with facility for automatic price reductions instructed by the retailer), and out-of-stocks, flash packs and other information come up on the screen when ordering. The computer can be asked questions about legal matters, wage rates etc, according to *The Grocer* report. ■





There's far more than just new packaging on the horizon from Vapona. As befits the undisputed brand leader, we're also spending more than ever before on a stunning new campaign in Women's magazines for our Slow Release Insecticides.

Right now, Vapona has 5 times greater awareness than the next nearest brand. Come the summer, the power of our advertising should see the next nearest brand even further away. If that doesn't tempt you to write off the competition, our remarkable new Insectipen surely will.

It draws a clear line of insecticide wherever flies and crawling insects gather. And kills them within minutes of contact.

We're launching it with colour pages in women's press, and on Southern T.V., spending a National Equivalent of £550,000, with a startling demonstration of how it spells the end for flies. We're also spelling out that it comes from Vapona.

It seems the writing's on the wall for our rivals in 1981.

Now, more than ever, Vapona is set to murder





the competition.

Smith and Nephew Consumer Products, Smith and Nephew Ltd.,
Welwyn Garden City, Herts. Tel: (07073) 25151

Clinical experience with Seatone

Your report of *Lancet* comments on our clinical trial with the green-lipped mussel extract, Seatone (C&D, January 17) has come to our notice. Below is our reply which we hope will be of interest.

Robin G. Gibson, MB, MRCP, DCH
Sheila L. M. Gibson, MD, BSc
Glasgow Homoeopathic Hospital

The fact that oral administration of Seatone is ineffective in the experimental rat does not mean that oral administration in the human will also be ineffective, as the aetiologies are different. Carragenan-induced arthritis in rats is a totally different condition to rheumatoid arthritis and osteoarthritis in human beings.

Our pilot study included controls since all the patients who took part in that trial had been under treatment with non-steroidal anti-inflammatory drugs for periods ranging from several months to several years, without clinical improvement. They therefore served as their own controls and their progress before and after treatment with the mussel extract, was compared. This is one of the best clinical controls, and certainly the one most often used in practice.

We agree that dividing the active group into responders and non-responders may make interpretation of the results difficult. If responders and non-responders are used, the following results are obtained (table 1).

Table 1: Number of patients improved on active and placebo treatments in the rheumatoid and osteoarthritic groups

	Rheumatoid Arthritis		Osteoarthritis	
	Active	Placebo	Active	Placebo
Better	10	3	6	3
No change	5	7	6	18
Drop out	2	1	4	1
Percentage improvement	67	30	50	14

There was a net improvement of 37 per cent in the rheumatoid group and of 36 per cent in the osteoarthritic group. The two placebo groups were then put on to active treatment for a further three months. There was a net improvement of 60 per cent in the rheumatoid group and of 29 per cent in the osteoarthritic group.

Comparison of the articular index, limbering up time and functional index between the treated and placebo rheumatoid patients (of table 1)

showed improvements in the treated group which were significant at the 95 per cent, 90 per cent and 95 per cent confidence limits respectively. Comparison of the pain scored by means of the visual analogue method, functional index and the time taken to walk 50 feet, between the treated and placebo osteoarthritic patients (of table 1), showed improvements in the treated group which were significant at the 95 per cent, 99 per cent and 95 per cent confidence levels respectively.

The criticism that green-lipped mussel has no obvious effect on haematology and blood chemistry is scarcely surprising. No first-line anti-inflammatory therapies have any consistent effect on these indices. In this respect, Seatone is no different from any other antiarthritic drugs in common use.

We agree that analysis has not yielded any substances other than those compatible with marine existence. This is not surprising as *Perna canaliculus* is a marine animal. However, the comment that no component so far found in Seatone could account for any anti-inflammatory activity is largely irrelevant for the following reasons.

1. There are components of Seatone which have not yet been isolated or identified.
2. Even if we could identify each of the numerous components which exist in Seatone extract, man's knowledge of the effect of such a large number of components administered singly to arthritic patients is, to say the least, far from complete.

3. Even if we knew what effect each of these components of Seatone had when administered singly, we would have no way of knowing how they act in combination. Our studies show their clinical effect in combination.

To suggest that because Seatone has few side effects, it must be clinically inert, is ridiculous. This is tantamount to saying that to get a desirable clinical effect, we must accept a certain number of undesirable and possibly dangerous side effects.

In our experience of treating over

500 patients with the green-lipped mussel extract, this substance has proved to be the single most effective preparation which we have yet encountered for the treatment of both rheumatoid and osteoarthritis.

Price of a service

The whole concept of the prescription levy appears to have been misconstrued.

The levy was passed to the pharmacist for collection when the GPs declined to collect it on behalf of the DHSS, and it is a charge for the service provided and not for the items shown on the prescription form.

Discrimination should not be shown between items costing below £1 and those above as this destroys the "averaging" system. It would seem logical that if less is charged for the items costing less than £1 then more should be charged for those over this amount.

It would appear that the non-implementation of the levy constitutes a fraud on the Government which benefits from the difference between the cost of the prescription and the £1 levy, which offsets the cost of those above that figure.

The provision of medical services to the public involves the medical, dental and pharmaceutical professions as well as the allied para-medical and hospital services.

The total costs of all of the services mentioned is the reason for the levy and if it is not viewed in this context we will find ourselves in an impossible situation especially as far as pharmacy is concerned.

T. R. Gover
Tadworth, Surrey

Faster for some

Last year saw a countrywide increase in both general and water rates. All the signs are that 1981 will bring yet another swinging increase.

Meanwhile the premises allowance for 1980 has not been agreed by the PSNC. May I inquire why not? And has anyone any suggestions as to what measures could be taken to speed up the negotiating process?

John S. Reynolds
Secretary, Retail Pharmacy
Guild/ASTMS

More Letters on p363

NEW WAVE CONTRACEPTIVES

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A do-it-yourself blood-pressure monitor on sale in chemists? It takes a little getting used to, we confess. But the more you consider it, the more sense it makes.

The stress of modern life presents doctors with an increasing number of patients with high blood pressure.

Doctors themselves are hard put to it to run the necessary regular checks on these patients — and they will surely welcome a device which allows the patient to do it for himself.

The Hess Blood Pressure Monitor is so accurate, reliable and easy to use that this is now a practical possibility.

Add to this the enormously increased awareness of, and interest in, health and fitness generally, and we think you'll agree that a few Hess Monitors deserve a place in your store.

In any event, the profit potential of the Hess Monitor must warrant further investigation. Write to us and we'll be glad to give you all the details.

Please send me details of the Hess Blood-Pressure Monitor.

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Address _____

CD/21/2/81

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The lucky winners will be flown by “British
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the “Ewing” ranch at South Fork. Then on to Los
Angeles and the luxury of the Beverly Hills Hilton.

Two days will be spent
with the “Dallas” cast playing
host on the “Dallas” film set.

“J.R.”, naturally, will be
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A chauffeur-driven
limousine is on hand through-
out the holiday for sight-seeing
and a shopping spree – because
there's also \$1,000 to spend.



The “Dallas” cast are waiting to meet the winners of what must surely be the competition of the year.
The prize?
Two weeks in California for two. With two days on the “Dallas” film set in Hollywood.
You'll fly to Los Angeles with British Caledonian. The luxury of the Beverly Hills Hilton awaits you. A chauffeur-driven limousine is yours throughout the holiday.
“Care for a drive to Malibu beach?”
“Or how about a shopping spree in Beverly Hills?”
Why not. You've \$1,000 to spend.
If you don't win the holiday don't be downhearted. You may be one of a hundred to win a gold-plated miniature ten-gallon hat or bullet on a chain.

To enter – you need one proof of purchase from the new range called “J.R. for men” together with your entry form.
It's available at major chemists and leading High Street stores.
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RY WOMAN VE TO WIN.

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Their choice of a gold-plated "J.R.-style" stetson or bullet on a chain.

And you'll receive more than enough advertising support to ensure a high level of consumer demand.

Your Thomas Christy representative will tell you all about it.

Alternatively, full details about "J.R. FOR MEN" are available from Thomas Christy Ltd., 152 North Lane, Aldershot.

Or phone: 0252 29911.

J.R. FOR MEN.

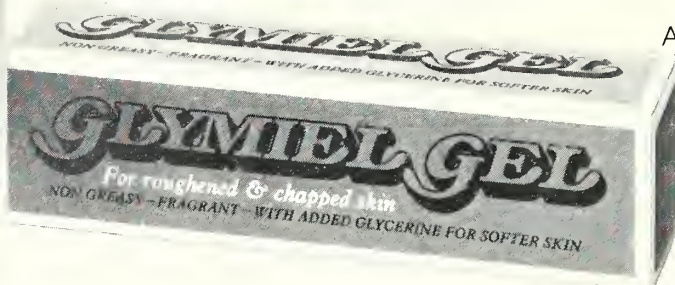
It's got a smell of success about it.



Aero and Glymiel have moved!



These two well known products are now part of the Strenol range and are being distributed for Strenol by Farillon Ltd., Bryant Avenue, Romford, Essex RM3 0PJ (Telephone: Ingrebourne 71136).



Aero Dry Shampoo will continue to be distributed in Northern Ireland through Castlereagh Agencies Ltd.

Aero Shampoo and Glymiel Gel will be available from your usual wholesalers, and for further information please contact Farillon Ltd.

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Savory & Moore Association

I am writing in my capacity as Secretary of the above association which was formed in October 1980 with the following objective: "To establish a forum for members to discuss matters pertaining to the company—its development—and conditions of employment within the company."

Membership is open to all pharmacists employed by the company in retail branches excluding those with executive office. The officers are: *Chairman* Vernon Thompson; *secretary* Mike Jones; *treasurer* Chris Lavender.

It is intended that branch meetings of the Association will include discussions on pharmaceutical topics enabling pharmacists employed by the company to keep up to date in matters relating to their prime function.

Inquiries may be directed to myself at the address below or on Copthorne 713926.

M. G. Jones

Secretary
Savory & Moore
Pharmacists Association
52 Burleigh Way
Crawley Down
West Sussex RH10 4UQ

Competition

I was interested to read Mr A. J. C. Bull's letter in *C&D* February 14. I can sympathise with the problems of any independent chemist faced with the problem of competing with multiples in the same High Street.

However, at the expense of sounding immodest, may I recommend him to look again at the terms of other wholesalers—Barclay-Enterprise, for example. The product Mr Bull quoted was Gillette GII. Well, we sell it on the Enterprise PLOF at a regular cut price of £12.84. But more to the point is Mr Bull's Boots comparison; our March promotions happen to include GII at £11.39 which allows him to approach the Boots RSP of 67p.

I am not suggesting any customers will want (or need) to sell at 67p at a margin of only 3.5 per cent. But at

least this example shows that our support of the independent chemist lets him promote as aggressively as he needs in a competitive climate.

We must presumably all accept that manufacturers, in a tough year for volume, will have to respond to the volume opportunity of major multiples. It is up to wholesalers and independent pharmacists to work more closely to even out the score in the market place. If we *both* take a low margin on a few selected lines, long term business should benefit.

A. K. Brochwicz-Lewinski

Deputy managing director
Barclay & Sons Ltd

Partnerships

Having read the article on passing on a family business (*C&D*, January 31, p196) I notice emphasis is laid on the fact a partnership between husband and wife is advantageous to reduce Capital Transfer Tax.

Our accountant has suggested this to us several times but I understood a partnership was impossible as my husband is qualified but I am not, has the law been changed to allow a pharmacist and non pharmacist to form a partnership, or has the author failed to appreciate and stress this important point?

Yorkshire subscriber

There has been no change in the law. In England and Wales, all partners must be pharmacists. The situation is, however different in Scotland, where only one partner need be a pharmacist.

Rural group?

Mr John Davies is to be congratulated on his forthright, factual and lucid letter on rural dispensing—and he asks for comments.

A few years ago the idea of a rural pharmacist group to look after their interests was suggested and much encouraging support given. A deputation went to the Pharmaceutical Society to discuss the creation of such a group as it is entitled to do under the bye-laws.

It was rejected by the then Council mainly because the thought that the then recently-organised Agricultural and Veterinary Group might in some way look after the problems.

Perhaps, Mr Davies, the time is ripe again to give some thought to a rural pharmacists group within the Society, whose sole aim would be to look after the interests of the rural pharmacist.

Mervyn Madge
Plymouth

POSTSCRIPTS

One to be taken every two hours

Fancy 12 meals a day? If this is your wont, and you are booked on the Unichem International Pharmaceutical Convention this September, then now seems to be the time to start a mammoth slimming course.

The prospect of continuous gluttony is held out by Alan Forrest in a travel contribution to last Saturday's *Financial Times*, the writer having just had his first cruising experience on the Nordic Prince, the ship which will carry the Convention on a 15-day cruise around the Caribbean.

Mr Forrest—a cruising first timer—presents a subjective picture of shipboard life and makes it sound as though you really do need the stomach for it! "You live the life of Riley" he says, "with food and drink permanently on tap"—and with a great sense of security "particularly after the captain has told you that the ship can crash-stop in 2½ miles".

Miami, the cruise base, does not seem to be the best of starting points "with what must be one of the most ineffective airports in the Western World". Nevertheless, Mr Forrest has little but praise for his stay on the Nordic Prince. There are a few useful tips (a word used advisedly) about dealing with tour guides in some of the resorts visited by the ship, but Mr Forrest finds it hard to keep away from his food theme for long: "To see a group of Caribbean waiters carrying a giant baked Alaska while limbo dancing is one of the attractions".

There is much more in the same vein, but why not get hold of the *FT* for February 14? Or better still, think about going on the Convention cruise (applications to Peter Dodd, managing director, Unichem Ltd, Crown House, Morden, Surrey)—all in the interests of attending the Convention seminars of course! ■

Silastic foam

A report about Silastic foam dressing in *C&D* (February 7, p238) may have been misleading. There is no immediate prospect of inclusion in the Drug Tariff; negotiations continue. ■

*Tabs. Sturgeon.
ii r.d.s. (250)*

A southern subscriber thought this was a rather fishy prescription

Sick pay plans postponed in Government back-down

A flood of criticism has forced the Government to postpone the introduction of the scheme to make employers responsible for paying sickness benefit to employees during the first eight weeks of illness.

While insisting that the principle had not been abandoned the Prime Minister announced in the Commons that legislation to give effect to the change—estimated to produce savings to the Exchequer in the region of £400m a year as well as cutting civil service manpower by 5,000—would not be introduced in the current parliamentary session.

Meanwhile, she said new proposals would be drawn up "matching more closely the sums of money paid out under the scheme with the sums of money which will be returned under the scheme".

Pressure exerted by the National

Federation of the Self Employed and Small Businesses has played an important part in persuading the Government to have "second thoughts". Originally the only compensation offered to employers by the Government was a 0.6 per cent reduction in their National Insurance contributions.

Mr Patrick Jenkin, the Social Services Secretary, also acknowledged the importance of devising the fairest method of compensating employers for the statutory payments they would be required to make: "Alternative proposals have been put to me very recently and they deserve careful examination," he said.

At current levels of benefit employers would have to pay their employees £30 a week during the first eight weeks of illness. ■

More zones to get business benefits

The government has announced the location of two further Enterprise Zones in the north of England. The sites are: In Hartlepool, Cleveland: an area south-east of the town, towards Seaton Carew; in Wakefield, West Yorkshire: the Langthwaite Grange Estate, South Kirkby.

The nine sites already announced as possible Enterprise Zones are the Lower Swansea Valley, Wales; Clydebank, Scotland; Belfast; and in

England, Salford/Trafford, Corby, Dudley, Speke (Liverpool), Newcastle/Gateshead and the Isle of Dogs in London's docklands.

The benefits available in the Zones include relaxed planning requirements; speedy handling of remaining planning controls; exemption from rates for non-domestic property; 100 per cent capital allowances for industrial and commercial properties; exemption from development land tax; the removal of requirements for industrial development certificates; and a reduction in Government requests for statistical information. ■

Ransom & Son down at half year

Pre-tax profits of William Ransom & Son Ltd fell from £230,000 to £158,000 for the half year to September 30 1980, despite a slight rise in turnover to £1.34 million (£1.19m).

Commenting on the results, Mr M. H. Ransom, chairman, says April and May were extremely difficult with a low level of orders received from both home and foreign customers. Over the following four months, however, conditions improved and at present demand is said to be fluctuating from week to week.

As such, forecasting for the full year is not easy, but the board expect second half profits to show an improvement over those for the first six months. Confidence is also expressed in the long term future of the company. ■

Civil servants to decide on action

Mr Peter Jones, Secretary of the Council of Civil Service Unions, has told *C&D*: "We are unable to confirm or deny that the VAT computer centre, at Southend will be a primary target for any strike action in support of our wage claim."

He is secretary of the Council, representing 530,000 white collar civil servants. The decision on whether or not to take selective strike action, and the targets for such an action, will be taken next week, at a meeting scheduled for February 26.

Contrary to Press reports, it seems certain that NHS payments to chemists will *not* be affected by this dispute, or by one involving NALGO computer staff. ■



Napcolour (Chester Laboratory) have again won the annual Kodak Award for Quality trophy for independent photofinishers. The Laboratory previously won the prize in 1978.

Pictured from left to right at the presentation are Harry Huson (Kodak), Hal Briscoe, Roger Collins, Jeanne Barwise, John Faulder, Charles Plant (Napcolour), Roy Milner (Kodak), Peter Stockley (Napcolour) and Geoff Cadogan (Kodak). Details of the 1981 scheme are to be announced within the next few weeks

MPs criticise babymilk manufacturers

An all party motion criticising the marketing practices of substitute babymilk manufacturers in third world countries, had been signed by 144 MPs as *C&D* went to Press.

The motion expresses concern at the marketing practices of the companies concerned and the "death and disease" created when they are used in "unsuitable conditions". It also expresses the possibility of supporting a joint World Health Organisation and UNICEF proposal concerning a Code of Marketing—and its adoption into international regulations—at the May conference of the World Health Association.

Leading signatories from the Labour bench include Jack Ashley and Frank MacElhone and, on the Conservative side, Charles Irving. ■

More compensation for loss of lease

Compensation is to be increased for business tenants who fail to obtain a new lease on certain grounds under the Landlord and Tenant Act, 1954.

Following regulations laid before parliament, last week, compensation will be increased to those business tenants who are unable to renew their leases, in most cases because the landlord wishes to occupy the premises himself, or redevelop them.

The compensation is payable solely in respect of the loss of right to renew and no account is taken of any goodwill which may be lost in moving premises. "The Landlord and Tenant Act 1954 (Appropriate Multiplier) Regulations 1981" (£0.30) are available from HMSO. ■

DNA market in US valued at \$3bn

Commercialisation of genetic engineering technology may result in a US market of more than \$3 billion for recombinant DNA products by 1990, according to a newly-published report. It predicts that synthetic interferon will represent the most important single sector of the market, closely followed by synthetic antibiotics. Insulin is expected to account for a little more than \$200 million in sales by 1990. Other

important market products will include human growth hormone and certain vaccines.

The report suggests that "frantic" activity in the major pharmaceutical companies may result in a change of market leadership within three years. Bristol-Myers, Eli Lilly and Hoffman LaRoche are named among the major pharmaceutical companies which may "pre-empt" the commercial leadership of Genentech, Biogen, Cetus and Genex. "*Recombinant DNA markets*" (\$985) from *International Resource Development Inc*, 30 High Street, Norwalk, CT 06851. ■

Drop in demand closes plant

Cadbury Schweppes have announced the closure later this year of their Aerosols International Ltd plant at Bracknell, Berkshire, and the concentration of the company's resources at Wellington in Somerset.

The company say the demand for aerosols has been adversely affected by the recession at home and by the continuing strength of the pound, which makes exporting uneconomic. The Wellington factory has recently been equipped with a butane plant at a cost of £300,000 to provide an effective alternative propellant to fluorocarbons, the use of which has been reduced under EEC directives by the end of the year. ■

S&M leave Bond St

Savory & Moore Ltd have announced that they will close their 143 New Bond Street premises in London's West End at the end of February after 184 years of pharmaceutical service there.

The lease on the premises has expired and Savory & Moore have been unable to negotiate a viable rent with the landlord.

They point out that the high rents, rates, and extra staff costs endemic to the West End are an additional burden which cannot be borne in spite of their existing turnover being substantially greater than the national average. ■

Briefly

■ **Nordisk Insulin** have changed their name to Nordisk-UK. The address remains the same.

■ **Brent Chemicals International Ltd** have agreed to buy Stauffer Chemical Company's chemical systems division based at Westport, Connecticut—excluding certain products currently marketed by that division—for some £3.2m. The company has previously

stated a wish to increase overseas business and establish a firm base in the US.

■ **Mason Nordia Ltd** have moved their head office to: Nordia House, Seacroft Industrial Estate, Coal Road, Leeds LS14 2AW; telephone 0532 734721; telex 55379.

■ **T. G. Lockwood Ltd**, 24 Princess Street, Knutsford, Ches, has been taken over by Mr John A. Paraskevas, MPS, under the name of T. G. Lockwood & Co, (Paraskevas [Chemists] Ltd).

■ **F. Longdon & Co Ltd** have moved the manufacturing and administrative activities of the surgical department to: Chesterfield Street, Carlton, Nottingham NG4 1EG; telephone (0602) 871717.

APPOINTMENTS

Sterling Winthrop get 3 presidents

In management changes announced by Sterling-Winthrop Group Ltd, their operating divisions are to be formed into three groups, each under an operations president. Appointed to these new positions are: Mr Neil Appleton, president responsible for prescription medicines. Mr Richard Brown, president responsible for industrial products, including distribution and customer services. Mr Colin Twaite, president responsible for consumer products.

■ **Faberge Inc:** Mr Hugh Wickes is appointed marketing director in the UK. Mr Wickes has had over 20 years experience with companies such as Unilever, Helena Rubenstein and Gillette. Prior to joining Faberge he was deputy managing director for Revlon UK.

■ **Wellcome Foundation Ltd:** Dr Ronald M. Cresswell has been appointed to the board as group technical director. Dr Cresswell will transfer to the UK from Burroughs Wellcome Co in the USA, where he was vice-president for technical development and a member of its board of directors.

■ **Robinson and Sons Ltd:** Mr Philip Robinson and Mr James Robinson have been appointed to the main board, relinquishing their directorships of subsidiaries Pressure Sealed Plastics Ltd, and Robinson-Eirecot Ltd. Mr James Robinson also leaves the boards of Spire Transport Ltd and Spire Garage Ltd. Upon retirement, Mr G. W. Wallis remains on the main board as a non-executive director.

Some chemicals down

London, February 17: Although a few chemicals are still rising in price to match the general level of inflation others are now falling. This is a big change from about a year ago when prices were increasing almost at monthly intervals.

Acetic acid is now from £17 to £24 metric ton lower depending on the grade and acetone is down by £36. Potassium bitartrate has been reduced by £65 metric ton. Also lower is citric acid by £38 and citrates by £36-£43 as to salt. Calcium carbonate is slightly dearer.

Competition from imports is believed to be the cause of yet another British supplier of bulk pharmaceutical chemicals deciding to close down that side of its activities.

Adverse weather conditions in Florida have reduced the orange crop there by 20 per cent and the commodity markets in the US expect the juice and oil to be dearer but by how much is problematical. The orange crop in Brazil has been a good one and may counter balance the loss sustained by Florida.

Brazilian peppermint oil for shipment was advanced again by 15p kg during the week putting it at a premium over spot. Menthol from the same source was up by 10p kg in both positions. In botanicals quillaia was being offered again; cascara was dearer by £45 ton on spot and forward.

Pharmaceutical chemicals

Acetic acid: 4-ton lots, per metric ton delivered—glacial BPC £376; 99.5 per cent £359; 80 per cent grade pure £327; technical £306.
Acetone: £349 metric ton for 30-drum lots.
Borax: EP grade, 2.4 ton lots per metric ton in paper bags, delivered—granular £290; powder £316; extra fine powder £331.
Boric acid: EP grade per metric ton in 2.4 ton lots—granular £450; powder £480.
Bromides: Ammonium, potassium, sodium, per metric ton in 50-kg lots £970; 250-kg lots £920; 1,000-kg £890.
Brucine sulphate: £45 kg.
Butabarbital: Acid £25.17 kg; sodium £26.81 kg in 50-kg lots.
Butobarbitone: Less than 100 kg £22.88 per kg
Calamine: BP £758 per 1,000-kg delivered.
Caffeine: BP anhydrous £4.61 kg in 100-kg lots.
Calcium ascorbate: £7.28 kg in 5-kg pack.
Calcium carbonate: Precipitated BP £270 metric ton delivered UK.
Carbon tetrachloride: BP 5-ton lots in 290-kg drums £305 per metric ton.
Citric acid: BP per metric ton single deliveries, granular monohydrate £891; anhydrous £940 (powdered £20 premium per 1,000 kg).
Dexpantenol: (Per kg) £10.45 in 5-kg lots.
Dextromethorphan: £145.20 in 5-kg lots.
Formic acid: per metric ton delivered in 4-ton lots, 98 per cent £400; 85 per cent £327.
Glucose: (Per metric ton in 10-ton lots)—monohydrate £295; anhydrous £550; liquid 43° Baumé £309 (5-drum lots); naked 18-tons £247.
Glycerin: In 250-kg returnable drums £670 metric ton in 5-ton lots; £695 in 2-ton lots.
Homatropine: Hydrobromide £133.10 kg; methylbromide £126.60—both in 4-kg lots.
Hydrogen peroxide: 35 per cent £336 metric ton.
Hydroquinone: 50-kg lots £3.08 kg.
Hyosine: Hydrobromide £490 kg.

Lignocaine: (25-g) base £11.74 kg; hydrochloride £11.82.
Lobeline: Hydrochloride BPC and sulphate £1.49 per g for 100-g lots.
Opiates: (£ per kg) in 1-kg lots; subject to Misuse of Drugs Regulations—Codeine alkaloid £600-£604 as to maker; hydrochloride £520; Phosphate £460.50-£462; sulphate £520. Diamorphine alkaloid £821; hydrochloride £748. Ethylmorphine hydrochloride £585.50-£591. Morphine alkaloid £667-£668; hydrochloride and sulphate £544-£545.
Oxalic acid: Recrystallised £1.39 kg for 50-kg lots.
Papaveretum: £390 kg; 5-kg lots £355 kg. Subject to Misuse of Drugs Regulations.
Paracetamol: (Per kg) 50-ton contracts from £3.22; 10-ton £3.30 Premium for d/c £0.35 kg.
Pilocarpine: Hydrochloride £328 per kg; nitrate £308 kg for 1-kg lots.
Potassium acetate: BPC £1 kg for minimum 1,000-kg order.
Potassium ammonium tartrate: £2.76 kg in 50-kg lots.
Potassium bitartrate: £1,050 per metric ton.
Potassium citrate: Granular £1,069 per metric ton, 5-ton contracts £1,063 ton.
Potassium diphosphate: in 50-kg lots, granular £2.279 kg; powder £1.9928.
Potassium hydroxide: Pellets BP 1963 in 50-kg lots £1,978 metric ton, sticks not offered; technical flakes £696.50.
Potassium nitrate: Recrystallised £1.29 for 50-kg drums.
Potassium phosphate: monobasic BPC 1949, £1.50 kg in 50-kg lots.
Potassium sodium tartrate: £1,038 per metric ton.
Pyridoxine: £20 kg for 20-kg lots.
Sodium acetate: BP crystals £1.02 kg in 50-kg.
Sodium acid phosphate: BP crystals £1.36-£1.42 kg as to source for 50-kg lots.
Sodium ascorbate: 100-kg lots £5 per kg.
Sodium benzoate: £0.70 kg in 500-kg lots.
Sodium bicarbonate: BP from £139.74 metric ton as to grade in minimum, 10-ton lots delivered UK.
Sodium chloride: Vacuum dried in 10-ton lots delivered London 4-ply bags £47.56 metric ton.
Sodium citrate: Granular £891 metric ton; powder £911. Five-ton contracts £886 for granular—all in lined bags.
Sodium fluoride: in 50-kg lots £2.43 kg.
Sodium gluconate: Technical £756 metric ton.
Sodium hydroxide: Pellets BP 1973 in 50-kg lots £0.82-£1.57 kg.
Sodium nitrate: Recrystallised £0.96 kg for 50 kg lots.
Sodium nitrite: BPC 1973 £1.02-£1.298 kg as to maker for 50-kg lots.
Sodium perborate: (per 1,000 kg) monohydrate £723; tetrahydrate £430.
Sodium percarbonate: £567 per metric ton.
Sodium sulphate: Fine crystals BP £99 per metric ton, pea crystals £121.60; commercial £43.10 ex works.
Sodium sulphite: Crystals £0.21 kg (500 kg minimum).
Sodium thiosulphate: photo grade £240.50 per metric ton; £224.50 ton in 4-ton lots.
Streptomycin sulphate: Sterile £23 kg in 250-500 kg lots; oral £18.50.
Tocopherol: DL-alpha 5 kg £15.95 kg.
Tocopheryl acetate: DL-alpha per kg £13.20 (in 20-kg lots); adsorbate £12.20 (25-kg).
Vitamin A: (per kg) acetate powder 1 miu per g tablet grade £16.09 (5 kg lots); palmitate oily concentrate 1 miu per g £15.75 (k-kg); water miscible £4.45 litre (6-litre pack).
Vitamin D2: Type 850 £46.20 kg.
Vitamin E: See tocopheryl acetate.
Vitamin K: 100-g lots £11.10 per g.
Yohimbine hydrochloride: £350 per kg; £340 kg in 5-kg lots.
Zinc acetate: Pure £1.31 kg in 50-kg lots.
Zinc carbonate: Pharmaceutical grade £720 per metric ton.
Zinc chloride: Anhydrous powder £450 metric ton, delivered U.K.

Crude drugs

Agar: Spanish £8 kg spot.
Aloes: Cape £1,240 metric ton spot; £1,220, cif. Curacao unquoted.
Balsams (kg) Canada: Unchanged at £11.80 on the spot; shipment, £11.65, cif. **Copaiba:** spot £3.40; £3.30, cif; Peru £9.95 spot; £9.70, cif. **Tolu** £6.15 spot.
Belladonna: (kg cif) herb unquoted; leaves £2.24; root, £1.94 spot; £1.80, cif.
Benzoins: £185 cwt, cif.
Camphor: Natural powder £7.95 kg spot; £7.35 kg cif. Synthetic 96% £1.25 spot; £1.20, cif.
Cardamoms: Alleppey green £4.75 kg, cif.
Cascara: £1.275 metric ton spot; £1.250, cif.
Cloves: Madagascar £4,200 metric ton spot £4,000, cif.
Cochineal: (kg) Tenerife black brilliant nominal. Peru silver grey no spot; £20.55, cif.
Lycopodium: £4.80 kg spot; no cif.
Mace: Grenada unsorted £2.750 metric ton, fob.
Menthol: (kg) Brazilian £5.95 spot; £5.85, cif. Chinese £4.75 spot; £4.60, cif.
Pepper: (metric ton) Sarawak black £750 spot. \$1,600 cif; white £1 000 spot; £2,025, cif.
Pimento: Jamaican £1,120 metric ton spot; £1,085

Quillaia: Spot £1,050 metric ton; £1,030, cif. **Seeds:** (metric ton, cif). Anise: China star £945 for shipment. **Celery:** Indian £380. **Coriander:** Moroccan £180. **Cumin:** Indian £585 **Fennel:** Indian £450. **Fenugreek:** Moroccan £275; Indian £270.
Senega: Canadian £9.65 kg spot; £9.30, cif.
Senna (kg) spot Alexandria pods hand-picked from £2 upwards; manufacturing £0.55. Tinnevely faq leaves £0.44; pods, faq £0.42; hand-picked £0.55.

Essential oils

Almond: Sweet in 1-ton lots £1.40 kg duty paid. Anise: (kg) Spot nominally £12.50; shipment £12, cif.
Bergamot: From £48 kg spot nominal.
Bois de rose: £6.95 kg spot; £6.55, cif.
Buchu: South African £115 per kg spot; English—distilled £180.
Cade: Spanish £1.90 kg spot.
Cananga: Indonesia £13.50 kg spot; £12.75, cif.
Citronella: Ceylon £3.60 kg spot; £3.10, cif. Chinese £3 spot; £2.75, cif.
Geranium: Bourbon £41.75 kg spot; £39.20, cif.
Lemongrass: Cochiti £4.90 spot; £4.50, cif.
Lime: West Indian £15 kg spot.
Orange: Florida unquoted; Brazil £0.45 kg, ex-store.
Patchouli: Indonesian £13 kg spot; £11, cif.
Pennyroyal: From £8.50 per kg spot.
Pepper: English-distilled ex black £120 kg.
Peppermint: (kg) Arvensis—Brazilian £4.75 spot; £4.90, cif. Chinese £3.10 spot; £3, cif American piperata £8.95, cif.
Petitgrain: Paraguay £8.50 kg spot; £8.25, cif.
Sandalwood: Spot Mysore £47.50 kg East Indian £42 spot.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Monday, February 23

Plymouth Branch, Pharmaceutical Society, Greenbank Hospital medical centre lecture theatre, at 8pm. John Reynolds on "Counter prescribing".

Tuesday, February 24

Fife Branch, Pharmaceutical Society, Antony's Hotel, Kirkcaldy, at 7.45pm. Computer seminar with Dr G. Geddes, Mr A. Paterson and Dr C. Virden.

Hull Pharmacists' Association, Hull Royal Infirmary postgraduate centre, at 7.30pm. Joint meeting with Hull Medical Society. Dr S. Bunting, Wellcome medical division, on "Prostacyclin".
North Metropolitan Branch, Pharmaceutical Society, Coram lecture theatre, School of Pharmacy, Brunswick Square, London WC1, at 8pm. Joint meeting with the Guild of Hospital Pharmacists. Dr S. Bloomfield, Chelsea College, on "Disinfectants—value for money or money down the drain?".

Wednesday, February 25

West Metropolitan Branch, Pharmaceutical Society, Royal Postgraduate Medical School, Hammersmith Hospital, Du Cane Road, London W12, at 7pm. Dr M. Brodie, registrar, clinical pharmacology, and Dr M. Impallomeni, consultant, geriatrics, on "Geriatric prescribing".

Thursday, February 26

Bedfordshire Branch, Pharmaceutical Society, The Bird in Hand, Henlow Camp Crossroads, at 8pm. Talk on "New trends in oral contraception".

Blackpool Branch, National Pharmaceutical Association, Cliffs Hotel, North Promenade, Blackpool, at 7.30pm. A dinner in honour of Mr J. Wright (director NPA).

Wirral Branch, Pharmaceutical Society, Postgraduate medical centre, Clatterbridge Hospital, at 8pm. Professor A. Beckett (vice-president of the Society) on "Drugs in sport".

Friday, February 27

Croydon Branches Pharmaceutical Society, and **National Pharmaceutical Association,** Greyhound Hotel, Park Lane, Croydon, at 8pm. Professor S. E. Smith, St Thomas' Hospital medical school on "Counter prescribing".

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X2—CLEVELAND—Village pharmacy in large premises with extensive living accommodation which can be separately let if required. Turnover to April 1980 £120,000 with some 2,700 scripts per month. Property on lease at £3,000 per annum plus £2,000 per annum for living accommodation if required, fixtures £6,000, goodwill £12,500 plus stock at valuation approx. £18,000.

X3—WEST MIDLANDS—Major City suburb, very large modern premises in shopping precinct giving a total turnover in 1979 of over £183,000. On only 1,700 scripts per month. No opposition. Property on lease from local authority at £1,600 per annum. Offers invited for fixtures, fittings and goodwill around £15,000. Plus stock at valuation approximately £20,000.

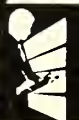
X4—WEST MIDLANDS—Small town, high street lock-up shop, on rent at £1,650 per annum. Expensive premises yielding turnover in 1979 of £153,000. Scripts average 2,200 per month. Offers invited for goodwill, fixtures and fittings around £25,000. Plus stock at valuation approximately £14,000.

X5—WEST MIDLANDS—Lock-up shop on lease from council at £1,250 per annum. Turnover year to 31st December 1979 £146,906. Scripts average 3,500 per month. Scope for improvement of counter-trade. Offers invited for goodwill, fixtures and fittings around £35,000 plus stock at valuation approximately £12,000.

X6—MERSEYSIDE—City outskirts council estate. Lock-up shop on rent at £624 per annum. 1980 turnover approximately £80,000 with scripts averaging 1,850 per month. Sideline giving contribution to overheads. Goodwill, fixtures and fittings £16,000 plus stock at valuation approximately £15,000.

X7—CHESHIRE/LANCASHIRE BORDER—This high street Pharmacy offers considerable scope for improvement by an energetic owner. Scripts average 1,500 per month. Turnover over £80,000 per annum. Freehold property for sale at £17,000. Goodwill and fixtures £3,500. Stock at valuation approximately £12,500. The present owner is retiring.

X8—CENTRAL LANCASHIRE—Main road Pharmacy close to the centre of a character full town, dispensary approximately 1,600 scripts per month. Turnover to 31st May 1980 £68,798. Freehold property for sale at £12,000 although a lease would be considered. Stock at valuation approximately £10,000. Offers invited for goodwill and fixtures.



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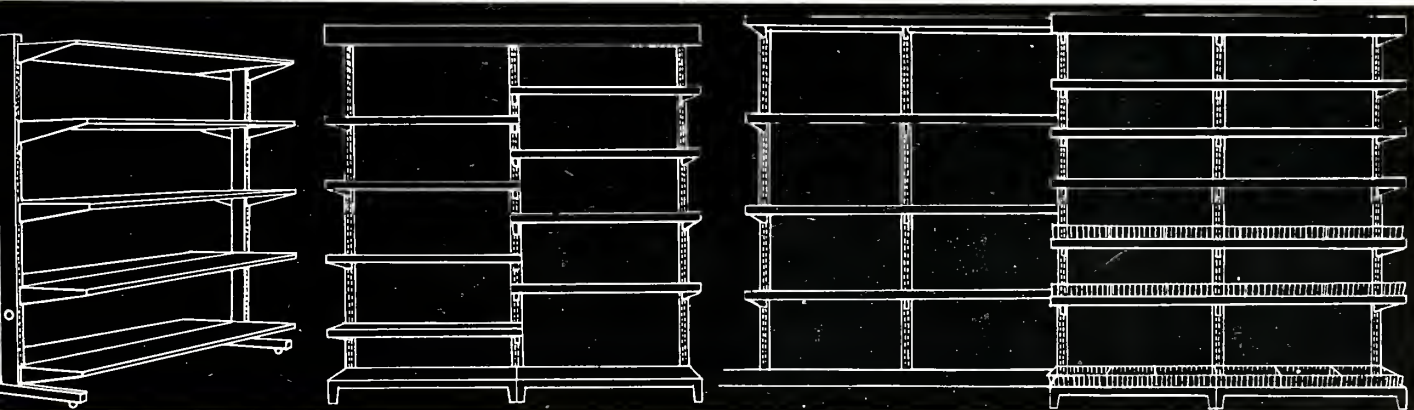


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